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ASSOCIATION MEETINGS

SEMINARS

Basic Foodservice Courses

Dining Room Management

2/20	Chicago, IL
2/21	St. Louis, MO
2/26	Grand Rapids, MI
4/2	Atlanta, GA
4/23	Philadelphia, PA
4/25	New York, NY
5/8	Boston, MA
5/9	Portland, ME

Kitchen Management

3/19	Chicago, IL
3/20	St. Louis, MO
4/23	Atlantic City, NJ
4/25	Cincinnati, OH

Foodservice Management Courses

Banquet Management

3/5	Baltimore, MD
3/12	Atlanta, GA
4/23	Chicago, IL
4/24	Detroit, MI

Food Cost Management

3/4	Washington, DC
3/5	Worcester, MA
3/20	Chicago, IL
3/21	Detroit, MI
4/3	Portland, OR
4/4	Seattle, WA
4/27	Denver, CO
5/1	Harrisburg, PA
5/2	Knoxville, TN

Franchising for Growth

3/28	Chicago, IL

Healthy Profits through Nutrition

3/26	Chicago, IL

Labor: Hiring, Training and Retaining

2/27	Chicago, IL
3/12	Pittsburgh, PA
3/13	Alexandria, VA
5/7	Tampa, FL
5/8	Miami, FL

Off-Premises Catering

3/12-13	Chicago, IL
3/19-20	San Diego, CA
4/23-24	Minneapolis, MN

Profitability

2/27	Minneapolis, MN
3/27	Chicago, IL
4/23	Boston, MA
5/8	Washington, DC
5/22	Richmond, VA

Promoting Your Restaurant

3/5	Chicago, IL

Successful Buffet Management

2/26	Lexington, KY
3/26	Boston, MA
4/2	Los Angeles, CA
4/3	San Francisco, CA
4/23	Baltimore, MD
5/22	Portland, OR
5/23	Seattle, WA

Takeout Delivers Profits

3/26	Louisville, KY
3/27	Orlando, FL
4/2	Chicago, IL

For information, contact:
Educational Foundation of the National Restaurant Association
250 South Wacker Drive
Chicago, IL 60606
(312) 715-1010 or 1-800-522-7578

If your company is interested in our in-house programs, call or write to the attention of Jeff Harrison at the above address.

Seminars Scheduled during National Restaurant Association Restaurant, Hotel/Motel Show

5/19
Applied Foodservice Sanitation
Customer Service*
Dining Room Management
Food Cost Management
Franchising for Growth
Healthy Profits through Nutrition
Kitchen Management*
Labor: Hiring, Training and Retaining*
Perfecting Your Culinary Skills
Profitability
Promoting Your Restaurant*
Successful Buffet Management
Takeout Delivers Profits

5/20
Applied Foodservice Sanitation
Banquet Management
Dining Room Management*
Food Cost Management
Franchising for Growth*
Healthy Profits through Nutrition
Kitchen Management
Profitability
Promoting Your Restaurant*
Takeout Delivers Profits*

**denotes ½ day program*

Note: *All Chicago seminars except those at the Show are held in The Educational Foundation's Conference Center at 250 South Wacker Drive.*

EXECUTIVE STUDY GROUP SERIES

Financial Officers
4/4-6 Scottsdale, AZ

Foodservice Purchasing Managers
5/17-18 Chicago, IL

Internal Auditors
4/24-27 Key West, FL

Labor Relations
2/22-23 Mobile, AL

Management Information Systems
4/17-20 Nashville, TN

Marketing Executives
5/16-20 Chicago, IL

Multi-Unit Architects, Engineers and Construction Officers (MAECO)
5/16-18 Chicago, IL

Quality Assurance
4/18-20 Atlanta, GA

Tax Executives
4/4-6 Scottsdale, AZ

For more information on specific study groups, contact: Philip Kralovec, (312) 853-2525.

The Executive Study Groups present semi-annual professional development programs for executives who would like to meet with their industry peers to share ideas and concerns. Executives in each of the aforementioned disciplines from member foodservice companies are welcome and encouraged to participate.

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RESTAURANTS USA

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PRESIDENT'S REPORT

Harris H. "Bud" Rusitzky, President
Serv-Rite Food Service and Consulting Corporation
Pittsford, New York

Two key legislative issues

At the National Restaurant Association winter board meeting, there was much discussion about two important legislative issues—the FICA tax on tips and the Americans with Disabilities Act (ADA).

Since January 1, 1988, employers have been required to pay Social Security (FICA) payroll taxes on all tips their employees report. This is unfair—tips are not wages paid by employers and should not be subject to payroll taxes.

Furthermore, there is currently a surplus in the Social Security fund—a surplus that Senator Daniel Moynihan (D-NY) claims is being used to mask the real dimensions of the federal deficit. All the talk about the surplus makes this a good time to pursue repeal of the employer-paid FICA tax on tips.

Repeal legislation faces an uphill battle in Congress, but your association is committed to making a concerted effort to undo this unjust law.

ADA—the bill that prohibits discrimination against disabled persons as employees and customers—was passed by the Senate last year. During the Senate action, industry representatives fought to amend the bill so that restaurateurs were not vulnerable to irresponsible and costly lawsuits.

The bill is now being reviewed by three House committees before it is sent for a vote on the House floor. It is certain to pass; but before it reaches its final form, your association will continue to lobby to try to make sure that the responsibilities that ADA imposes on restaurants are fair and practical.

Association briefs foodwriters

At the end of January, 150 leading food editors from papers across the country gathered for the International Food Media Conference in Washington DC. On the first night of the conference, the National Restaurant Association sponsored a dinner for the editors, so they could sample food from Washington's premier restaurants. The next morning I talked to the editors about industry trends.

The conference is an effective public relations tool for the industry, and we expect this event to generate many stories in publications across the country that will remind the public about the pleasures of eating out.

Solid-Waste Symposium a success

The more than 250 people who attended the Solid-Waste Symposium sponsored by the National Restaurant Association came away with a heightened knowledge of solid-waste issues and what they can do to help resolve those issues. Although we in the industry are not a major cause of the problem, we need to be involved with our communities to help find workable solutions.

A brochure that has grown out of the symposium provides an overview of the solid-waste problem and what the foodservice operator can do about it. The brochure also includes techniques for effective lobbying, a legislative summary and a list of resources, such as hotlines to call. If you would like to receive a brochure, call the Technical Services Department at the National Restaurant Association, (202) 331-5900 or 1-800-424-5156.

New alcohol-awareness training programs

The Alcohol Awareness Task Force has approved a new 85-minute videotape and workbook as well as a new primer on how to help prevent drunk driving. The

best defense against liability in any alcohol-related accidents involving your customers is a record of responsible alcoholic-beverage service. The booklet and training tape, available in March, can be used to set up an alcohol-awareness program for your employees.

The booklet, *How to Prevent Drunk Driving—A Restaurateur's Guide*, will be sent out to all association key members in March. To order the video *Alcohol Awareness Training for the Server: the F.A.I.R. Program* for a fee, call the association's Publications Department after March 1, (202) 331-5900 or 1-800-424-5156.

Don't miss out on Great Menu Contest

The deadline for 1990's Great Menu Contest is approaching. But there should just be time to get your entry in before February 28. If you have mislaid your entry form, call the association's Communications Department at (202) 331-5900 or 1-800-424-5156.

Register now for Monterey Wine Festival

Time is also drawing near for the Monterey Wine Festival, to be held in Monterey, California, March 18-20. Join us in learning more about the fine wines produced by approximately 250 California wineries.

Find out the nutritional content of your recipes

In this age of the health-conscious consumer, the National Restaurant Association is beginning a nutrient analysis service. Send in your recipes; and, with the use of a computer, the association will analyze the nutritional content per serving. A report will be returned to you listing calories, protein, carbohydrates, sugar, dietary fiber, sodium, fat and cholesterol. The information will also include diabetic exchange values.

Use this service to have nutritive information on hand for patrons who ask for it; to identify the nutritional content of recipes; and to identify ingredients that contribute fat, cholesterol, sodium and calories.

Cost is $10 for one recipe, $7 per recipe for two recipes, $6 per recipe for three and $5 per recipe for four. Cost to nonmembers is higher. Recipes will be returned first-class mail within five working days of receiving the recipe. For an additional cost, orders can be returned via Federal Express or FAX. See the back cover of this magazine for further information.

Welcome new members

The board has approved dual-membership contracts for two new state restaurant associations—Idaho and Georgia. Two other state associations, Hawaii and Maryland, have renewed their dual memberships. Twenty states have now entered into dual membership with the association, bringing our total membership to 18,000.

We welcome the new members from Idaho and Georgia and the 80 regular members who came aboard in January. We look forward to working with you on behalf of the foodservice industry.

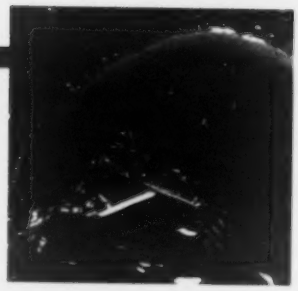
Sincerely,

Bud Rusitzky

Harris H. "Bud" Rusitzky
President and Chairman of the Board

SPECIAL BEVERAGE ISSUE

This issue of ***Restaurants USA*** looks at what's happening on the beverage scene. There is a lot to report. People may be drinking less alcohol, but they still want something to quench their thirsts. This issue gives suggestions that range from award-winning beers to eating at the bar. For operators who don't offer alcohol, don't miss the stories on bottled waters and coffee and tea.



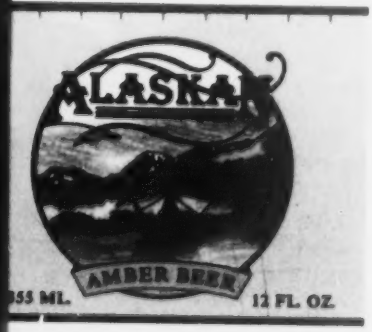
SPECIALS

10 Where is the temperance push going?
It's definitely here—the third temperance movement in U.S. history. Read about where this movement came from, where it is headed and what can be done to keep it from getting out of hand.

16 Eating at the bar
With the declining interest in alcohol, the "bar scene" may seem like a thing of the past. Not necessarily. Restaurateurs are offering great food, service and fun at the bar to keep those barstools occupied.

19 Riding the crest with bottled waters
With more people looking for an alternative to alcohol, bottled waters—with their fresh and wholesome appeal—continue to increase in popularity.

21 Fun, food and foam at a beer dinner
Follow a ***Restaurants USA*** contributor as he describes his "heady" trip through a beer-tasting dinner, where several beers were paired with foods in surprisingly delicious combinations. Then use the tips and guidelines to plan your own beer-tasting dinner.



24 At the head of their class
Increasingly sophisticated beer-drinkers and a growing selection of American microbrewed beers have combined to make beer a drink for the '90s. Here's a list of award-winners from the American Beer Festival to help you make selections for your beer list.

27 What makes a bartender great?
Today's bartenders know it takes a lot more than armchair psychology to keep customers happy. Top bartenders from around the country offer secrets of their success and—yes—advice to fellow barkeeps.

30 How to store table wines
Where and how you store wine will determine its shelf life and quality. Here are tips from an expert on how to keep your wine stock in top condition.

32 Selling wine the easy way
Here is a simple and inexpensive marketing idea that will make selling wine easier and less intimidating.

33 Perking up tea and coffee sales
Read about trends on the coffee and tea front—and catch the recipes for two special iced treats.

Cover photo by Gary Landsman; back cover photo courtesy of National Cancer Institute

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Pasta group wants chefs to use their noodles

The National Pasta Association (NPA) is celebrating National Nutrition Month in March by holding its first "Use Your Noodle" contest.

The American Dietetic Association will join NPA in helping restaurant chefs in 11 cities create delicious pasta dishes low in calories, fat, cholesterol and sodium.

The best recipe from each city will compete in the Use Your Noodle cookoff in New York City on April 18.

On behalf of the finalists, the NPA will donate pasta to kitchens for the homeless in each city. In addition, the winning restaurant will receive a week's supply of pasta during October, National Pasta Month.

Restaurants in the following cities are eligible to enter the contest: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Dallas, Washington DC, Houston and Des Moines.

For more information, contact Lisa Jakobsberg or Mary Solomon by February 28 at (212) 265-9150 or write to Fleishman-Hillard, Inc., c/o "Use Your Noodle," 40 West 57th St., New York, NY 10019.

Shipping and carryout in one easy package

Innovation kudos. **Subway and Oscar Mayer/Louis Rich have developed a box for shipping turkey-breast packages that converts to a multiple-order carrying container. Eventually all Oscar Mayer/Louis Rich products for Subway will be packed in the new, reusable box.**

According to Subway President and founder Fred DeLuca, who designed the box, "It was time we made our contribution to a safer environment. Our customers are concerned about the environment and so are we."

"For every customer who brings one of our boxes back, we have encouraged franchisees to offer a discount on future orders," says DeLuca.

You must register for the Show

Your 1990 National Restaurant Assocation membership card, mailed in January, will not get you into this year's Restaurant, Hotel/Motel Show, to be held May 19–23 in Chicago.

In the past, membership cards were all that you needed to get into the Show. Although members will still be admitted to the Show at no charge, this new procedure requires members to register for the Show separately. Please return the Show registration form you receive in the mail as soon as possible to ensure your admission and to reserve accommodations.

Winemakers, wine lovers meet in Monterey

For anyone who is serious about wines, the Monterey Wine Festival has become a must. The 1990 Monterey Wine Festival will be held March 18–20 at the Monterey Conference Center in Monterey, California. This year approximately 250 California wineries will pour

A popular festival feature is the opportunity attendees have to speak with winemakers and winery owners.

Book Corner

The basics are brand new

If you want to know the culinary direction in which consumers are headed, consider some of the cookbooks that are becoming bestsellers. Among the holiday newcomers was *The New Basics Cookbook* by the ex-Silver Palate duo Julee Rosso and Sheila Lukins. Some reviewers believe this colossal tome (849 pages and nearly 900 recipes) may well replace *The Joy of Cook-*

VEGETABLE BUNDLES

Makes 4 portions

Ingredients:

3 carrots, peeled
2 parsnips, peeled
1 leek, well rinsed
2 scallions (green onions), just 4 inches green
4 Tbs. (½ stick) unsalted butter
1 shallot, peeled and minced
½ tspn. dried tarragon
1 tspn. chopped fresh dill
Freshly ground black pepper, to taste
4 sprigs dill, for garnish

Method:

1. Trim the carrots, parsnips and leek to 5-inch lengths. Slice them into long julienne strips.

2. Fill a large saucepan with water and bring to a boil. Place carrots in a metal basket or strainer, submerge them in the water, and cook for 20 seconds. Rinse under cold water and set aside to drain. Repeat with parsnips, cooking them for 30 to 40 seconds; with the leek, cooking it for 5 seconds; and with the scallions, cooking them for 45 seconds.

3. Evenly divide the carrots into four bundles; then add parsnips and leeks to each bundle. Separate scallion greens into four long strips, and use them to tie each bundle around the center, forming a knot. Set bundles aside.

4. Melt butter in a skillet. Add shallot, tarragon, chopped dill and pepper. Cook over medium heat for 1 minute. Add vegetable bundles, cover skillet and cook for 2 minutes.

5. Transfer bundles to a warmed serving dish and insert a sprig of dill behind each scallion knot. Spoon herb butter over bundles. Serve immediately.

900 wines for an anticipated 1,200 attendees.

More than just a showcase for California's fine wines, the Monterey Wine Festival is also a major educational forum for anyone who wants to learn about wines from the experts.

The top attractions are, of course, the tastings, to include reds, whites and dessert wines; but there are also educational programs on such topics as marketing. In addition, a popular component of the Monterey Wine Festival is the Winemaker Luncheons. At the luncheons, attendees dine at some of the area's finest establishments while listening to presentations by several of the top names in California's wine industry.

The cost of attending the Monterey Wine Festival is $345 per person. Registration admits attendees to all events, receptions and programs. Hotel accommodations are not included. To register, contact Monterey Wine Festival, c/o National Restaurant Association, 150 N. Michigan Ave., Ste. 2000, Chicago IL 60601, (312) 853-2525; 1-800-525-FEST

Glimpses into the U.S. culinary past

Stay tuned. **A food series is coming to public television. And its topic is American dining traditions over the centuries. The program, called "A Moveable Feast" premieres Wednesday, February 21, at 8 p.m. Included will be the famous Harvey Girls (shown here), who became synonymous with service at the turn of the century.**

Ballard: top mixologist

Hats off to one creative bartender. **Taking top honors in the Fourth Annual Southern Comfort Mixologist Contest, Beth Ballard (left) of Indianapolis was awarded a victory party at her hometown bar hosted by actress and contest spokesperson Allyce Beasley (right). Beasley—a bartender in her own right before finding success on prime-time TV—and Southern Comfort On-Premise Representative John Higgins presented Ballard with the championship trophy at "Sports, A Bar and Grill" in honor of her drink creation called "The Sportscaster."**

To make "The Sportscaster," shake over ice 1¼ ozs. Southern Comfort, ½ oz. peach schnapps, 3 ozs. orange juice, 2½ ozs. pineapple juice and ¼ oz. amaretto. Serve in a 12-oz. highball glass and garnish with a fresh strawberry.

Association offers new nutrient-analysis service

How many calories are in your menu items? And how much protein, fat, cholesterol, sugar, dietary fiber and sodium do they have? You needn't guess any longer. The National Restaurant Association now offers a nutrient-analysis service, which calculates the nutritional content of recipes. The computer program Nutritionist III is used to figure the nutritive value of a recipe on a per-serving basis. Any recipes that include ingredients, amounts and methods can be analyzed. The caloric distribution (percentage of calories from protein, carbohydrates, fat and alcohol) and diabetic exchange values also are calculated.

The analysis service automatically sorts ingredients by nutrients. Ingredients that contribute fat, cholesterol, sodium and calories are ranked from highest to lowest. This will allow you to make ingredient modifications accordingly.

Call the association's Information Services Department at 1-800-424-5156 or (202) 331-5900 for price information and an order form.

The New Basics Cookbook **by Julee Rosso and Sheila Lukins (Workman Publishing Co., 1989) $29.95 cloth; $18.95 paper**

ing as the bible for cooks of the 1990s, because of its exhaustive features. Although there are chapters on all the popular courses—and then some—with 115 pages on vegetables alone—what makes this book such an enjoyable primer is its quotes, definitions, pantry secrets, conversion charts, menus, preparation pointers and serving guides. It tells readers how to entertain and even how to equip a kitchen and stock a pantry.

That's no accident, says Sheila Lukins. "We wanted to write a basic cookbook to reflect all that we have learned about food and cooking and healthy eating—and one that reflected all the wonderful new ingredients that stock our pantries and are easily available in our markets."

So if you like to unwind with a juicy, fun-packed cookbook or make it a point to know what your patrons are serving at home, this is one book you'll not want to pass up.

Illinois restaurateurs say "don't drive drunk"

Showing their support for the designated-driver program developed by the Illinois Restaurant Association are (from left) Andy Kelly (IRA president), Don DePorter (Hyatt Hotels), Gene Sage (Sage's), Michael Lieberman (Michael Stuart's), Hal Binyon (Binyon's), Tim McGivern (Great Godfrey Daniel's), Arnie Morton (Arnie's) and Don Roth (Don Roth's). The group met at Sage's Restaurant.

Until the end of February, more than 20 Chicago-area restaurants are encouraging their patrons to dine and wine intelligently by rewarding designated drivers with complimentary soft drinks and $10-off discount coupons on a dinner for two or more at any of the restaurants participating in the anti-drunk-driving program.

The program is sponsored by the Illinois Restaurant Association (IRA). "We encourage everyone who is going to a party to use our designated-driver concept," says IRA president Andrew Kelly. "Even though the percentage of alcoholic beverages served by restaurants is smaller than most people think, our members are committed to the concept of dining and wining intelligently."

In addition to the designated-driver program, the IRA cosponsored free rides on Chicago buses and subways on New Year's Eve. "We did all we could to keep drunk drivers off the road during one of the most dangerous times of the year," said Herman Berghoff, IRA chairman.

Florida restaurateurs look forward to continued growth

Florida restaurateurs are optimistic that the '90s will

California Restaurant Association promotes water conservation

To help conserve water in drought-plagued California, the California Restaurant Association (CRA) is supporting members' efforts to serve water only at patrons' requests.

CRA has produced a four-color table tent that explains the absence of the customary glass of water by saying, "At your request, a glass of water is available. While drought conditions have improved in some areas of California, the overall picture is still threatening. Therefore, we are asking your help in conserving our precious resource."

The table tents, whose production costs were donated by Los Angeles-based Kenyon Press, Inc., are free to members.

Denver restaurant employees party for charity

The Mile High Chapter of the Colorado Restaurant Association celebrated "Hospitality Industry Employee Day"—declared by Governor Roy Romer to be November 9—with a bartenders' ball. Six hundred people attended.

The ball, the first party given strictly for foodservice industry employees, raised $2,000 for Senior Support Services, an organization that offers meals, counseling and other services to Denver's inner-city homeless and elderly.

The highlight of the ball was the world premiere of "The Maltese Cocktail," a one-hour detective spoof, written and directed by Mile High Chapter Board member Jim Sullivan. Sullivan, president of PENCOM, Inc., spent months making the movie, which featured more than 60 metro restaurants and starred PENCOM employees.

The Mile High Chapter, pleased with the success of the ball, plans to make it an annual event.

More than 600 Denver restaurant employees hailed their association's bartenders' ball as "the party of the year."

bring another decade of growth, according to a Florida Restaurant Association industry profile survey.

Thirty percent of restaurateurs reported sales increases of more than 10 percent during 1989, while 25 percent said sales were up between five and 10 percent. Average net sales per restaurant went up nearly $600,000 during 1989, compared to the last survey, taken in 1987.

Despite Florida's 40 million visitors last year, the survey showed that restaurants were less dependent on tourism for business. In 1989, 30 percent of the patrons were visitors, compared with 34 percent two years ago.

The Florida Restaurant Association (FRA) predicts restaurant sales in Florida will hit a record $11 billion in 1990, up from $10.2 billion in 1989. Almost 61 percent of responding restaurateurs expect an increase in profits in 1990, about 16 percent see no change and 24 percent predict a decrease in sales.

The foodservice industry continues to be the state's largest nonagricultural employer. The average hourly wage jumped from $4.20 in 1987 to $4.81 in 1989. With the increasing minimum wage, the average hourly rate could top $5 by the end of 1990.

One-third of FRA's membership, representing 1,500 foodservice facilities, answered the survey. For a copy of the survey ($3.50), write to 2241 Hollywood Blvd., Hollywood, FL 33020 or call (305) 921-6300.

Pennsylvania group gears up for Coffee Day

The Central Pennsylvania Restaurant Association (CPRA) is once again gearing up for its Buck-a-Cup Coffee Day fundraiser for the National Easter Seal Society.

During March, restaurants will sell Coffee Day pins to patrons for one dollar. On March 29—Coffee Day—patrons wearing the pins will be entitled to free coffee.

Easter Seal has honored CPRA for last year's outstanding fundraising efforts. In 1989, the counties of Cumberland, Dauphin and Perry raised about $71,000 through the Buck-a-Cup campaign. That helped make the tri-county area the top Buck-a-Cup Society in the nation for six consecutive years.

Wilmer Lapp, Christy Lapp and Lloyd Esh of the Bird-in-Hand Family Restaurant received the Easter Seal Society's greatest award of appreciation for raising the most money statewide—more than $8,700 during the campaign that benefits crippled children and adults.

CPRA, which is a chapter of the Pennsylvania Restaurant Association, also raises money for Easter Seal through sub sales and a celebrity chef brunch.

FEEDBACK

Applause for December issue

Dear Editor:
In the past, as food and beverage manager, I always looked forward to receiving my copy of ***Restaurants USA,*** and usually read it from cover to cover.

As general manager, the magazine continues to come across my desk and usually gets a cursory review by me and then is passed on to the food and beverage department.

Not true with the December issue. I think this issue is one of the best you have ever done. In particular the articles on leadership, casualization and the 1990 forecast were superb!

This copy is staying with me for future reference and will definitely influence much of my thinking on issues in the food and beverage departments as well as the other departments of our resort.

Keep up the good work.

—Edward R. Tomba, general manager, Lake Mead Resort, Boulder City, NV

I appreciate your thoughtful focus on the Americans with Disabilities Act in the December issue of ***Restaurants USA.*** The article by Julie Fintel was especially pertinent.

I look forward to working with the National Restaurant Association to implement the participation of people with disabilities in the productive and profitable operation of restaurants throughout the nation.

—Justin Dart, chairman, The President's Committee on Employment of People with Disabilities, Washington DC

I was absolutely delighted to read my interview in the December issue of ***Restaurants USA.*** It was my pleasure to have had the opportunity to be featured in such a great publication. Thanks for including me.

—Wess Roberts, author, *Leadership Secrets of Attila the Hun*, Rohnert Park, CA

Stop the music!

Perhaps members of your association wonder about the decline of diners in nice restaurants. As one of many, I want to express my views.

1. Despite good food and good service, we hate eating in a place with Muzak.

2. Screaming, suffering, groaning and banging sounds are not music. It's even piped into bathrooms and on "hold" when calling for a reservation.

3. When Muzak isn't on, the radio is and we are subjected to commercials and news.

4. Employees bear the brunt of complaints. This causes stress when people should be enjoying themselves.

Between retail stores and restaurants, we are *barraged* with noise. Help!

—Mrs. D. Fraser, Naperville, IL

*Readers are invited to comment on industry issues, **Restaurants USA** articles and association activities. Send your opinions to Feedback, **Restaurants USA,** 1200 Seventeenth Street, N.W., Washington DC 20036-3097. Submissions may be edited for length.*

TEMPERANCE MOVEMENT

STOP AT MODERATION?

Observers of the U.S. lifestyle agree that we've made a turn toward tighter personal control over our own consumption and increasingly open disapproval of behavior we dislike in others. Some call it a new temperance movement, even neoProhibition. But no matter the name, one thing is clear: The restaurant industry must make a thoughtful response to its customers' concerns or risk becoming part of the perceived problem.

Perhaps you saw them this past holiday season on the highways or city streets or tied one on yourself—red ribbons distributed by Mothers Against Drunk Driving (MADD), as a symbol and reminder not to drink and drive. This popular campaign has gained momentum since it first started four years ago. In 1989 more than 32 million ribbons were distributed nationwide, and more interest is building for cosponsorship in the future. There is, however, more to this laudable gesture than meets the eye.

Although it is true that no sensible person would dispute the soundness of separating drinking and driving—in fact, the foodservice industry is one of the most outspoken proponents of responsible drinking—many observers fear that the outcry against drunk driving may soon escalate beyond the call for moderation and responsible consumption to a demand for an outright ban on alcohol use.

"No one will argue that organizations like MADD are bad. But the general conservative feeling in the country has allowed other groups that are neoprohibitionist in nature to garner more attention than they would in another climate," says master sommelier Evan Goldstein of Square One in San Francisco. "Restaurants take the brunt of that conservatism, reinforced by government regulations. The result is a drop in alcohol sales. The atmosphere has unquestionably changed in the last two years."

Madeline Triffon, master sommelier and wine buyer at the London Chop House in Detroit, agrees that there is definitely a conservative trend afoot. "I think it germinated two years ago, and I had to pay attention to it last year," she says. Paying attention meant noticing a drop of 20 to 25 percent in sales of distilled spirits and a greater interest in wines by the glass and bottled waters.

Goldstein and Triffon are not alone in observing the change in U.S. drinking habits. Virtually all measures suggest that alcoholic-beverage consumption is in the midst of a long-term decline. A new Gallup poll reports that 56 percent of adults drank alcoholic beverages in 1989, the smallest proportion recorded since 1958 and significantly below its peak of 71 percent in 1976 and 1978. Moreover, a relatively large proportion of those who drink—25 percent—said they plan to cut down or quit drinking in 1990.

As might be expected, the incidence of alcoholic-beverage consumption is down at restaurants as well, mirroring overall patterns. A 1989 study by the National Restaurant Association found that 54 percent of adults consumed alcoholic beverages at restaurants, compared to 61 percent in 1987. Among those ordering

Richard Parisi

alcoholic drinks, 38 percent report doing so less often, 57 percent drink about the same amount and 5 percent are drinking more.

A look at the new temperance movement

David F. Musto, M.D., professor of psychiatry and the history of medicine at the Yale School of Medicine, began warning of an impending temperance movement 10 years ago. Musto believes that this movement is part of a cyclical upswelling of concern about health, safety and propriety. Two similar movements have marked American history, he says.

"There was widespread prohibition in the mid-1800s, as well as a great concern about adulterated food," Musto points out. "A century later, Prohibition outlawed alcohol and many drugs." Today's temperance movement includes most of the elements of both movements, and historians believe that the pattern is predictable.

In the beginning, temperance movements are marked by a call for moderation, but eventually they develop into prohibitionist efforts where all alcohol is perceived to be bad, says Musto. What follows is a call to ban all alcohol.

This progression is what concerns operators and others who believe that drinking in moderation is a privilege that should not be taken away. One outspoken restaurateur is Russ Wohlers, operating partner of Ray's Boathouse in Seattle. "The crux of the problem I have with neoprohibition people is that they are adamant that all alcohol is evil. Alcohol is only evil in the hands of people who abuse its use . . . . We need to distinguish between use and abuse, but that gets lost in the argument somewhere. It's like saying all cars are evil because wrecks happen."

What causes temperance movements?

Musto believes that temperance movements grow when society is generally uneasy about the safety of food or other essentials, usually with some good reason. Today, major issues that fuel the current climate concern chemicals and pesticides in the food

chain, safety of the water supply, abuse of drugs, passive smoke and abuse of alcohol.

Ironically, temperance movements typically occur *after* the targeted abused substance has reached a peak in consumption or even subsided. The targeted substance moves from having a safe upper limit in the public's eye to a poison with no safe limit. All uses of it blur into one generalized category of abuse. The problems associated with its abuse—as in drunk driving or heart disease from overeating—become connected to even the most responsible of uses—such as enjoying a piece of birthday cake or having a glass of wine with dinner.

This shift may, in fact, be taking place already. Some states have lowered the legal intoxication limit, raised excise taxes on alcoholic beverages and introduced bills that range from prohibiting "happy hour" promotions to banning alcohol sales in designated high-crime areas.

All these recent restrictions have been some time in the making, observes Malcolm M. Knapp, president of Malcolm M. Knapp, Inc., a marketing research and advising firm that is based in New York City and that consults in the annual National Restaurant Association forecast. He traces the beginnings of the current temperance movement to the 1960s.

"Any major societal change is not an immediate shift but the accumulation of many little changes over a long time," Knapp points out. "I look back at the 1962 publication of Rachel Carson's book on DDT, *The Silent Spring*. It scared a lot of people and got a lot of others thinking about what else might be getting into our food. Nothing has been the same since."

People begin to take action when they feel they have something at risk, he adds. For example, Knapp points out that the Surgeon General's report on smoking came out 25 years ago, and at first a lot of people didn't believe it. "But as the population aged and people sensed their mortality, and attitudes changed. The same thing is happening with nutrition and alcohol consumption."

In a speech he gave during the Surgeon General's Workshop on Drunk Driving in December 1988, Surgeon General C. Everett Koop linked alcohol consumption with smoking. He said: "Twenty-five years ago the public-health community, with the support of citizens' groups and members of Congress, embarked upon a systematic program of research into the relationship between smoking and health. From that information they were able to plan ways to help the American people end their high-risk romance with tobacco. Chief among these ways was a far-reaching program of public education and instruction. And so it appears to me that we may now be—in terms of alcohol and drunk driving—where we were 25 years ago in terms of tobacco and the fatal diseases caused by smoking."

Not everyone agrees, of course. Many people argue that the issues of smoking and alcohol consumption have little in common. Although smoking is a health hazard for everyone, moderate drinking is not; in fact, there is some evidence to suggest that drinking in moderation may actually be beneficial, and a new book by the Wine Association Guild, *The Benefits of Moderate Drinking: Alcohol, Health and Society* reviews much of the relevant literature. In fact, alcohol is a risky substance only if consumed in excess by anyone who is going to drive or by pregnant women and people with certain heart problems.

Another linkage that has been very damaging has been to group alcohol with illegal drugs. Some people, including the press, have described alcohol as the "most abused drug in the United States." According to studies by the Distilled Spirits Council of the United States (DISCUS), 87 percent of the public now believe alcohol is a dangerous drug. "Anti-alcohol groups push for restrictive, punitive measures as a solution for controlling alcohol use," says DISCUS President F.A. Meister. These measures include tax increases, fewer li-

GETTING IT DOWN ON PAPER

Having a written statement of your alcoholic-beverage-service policy is probably the single most important thing you can do to protect yourself against third-party liability. This policy statement should be read and signed by all employees and then kept on file as evidence that employees have been instructed properly. The policy can also be shown to guests who might feel they are being unfairly singled out, and a copy should be posted somewhere in your establishment as a constant reminder to employees of their responsibilities as servers of alcohol. The following is an example of such a statement, as reprinted from the National Restaurant Association's new alcohol-awareness booklet.

Alcoholic-beverage-service policy
This establishment is committed to the responsible service of alcoholic beverages to responsible consumers. We are also committed to actions that will help reduce drunk driving. Accordingly, all employees are required to follow the procedures listed below:

1. No employee will serve an alcoholic beverage to any person under 21 years of age or any person who is visibly intoxicated.

2. In order to be served an alcoholic beverage, any guest who is apparently under 30 years of age is required to present documentation that shows him or her to be 21 years or older. Acceptable documentation would be a driver's license with photo or photo identification issued by a government body, corporation or educational institution.

(a) The employee will check the identification to ascertain that it is authentic. The manager should be informed if there is any appearance of forgery or tampering.

(b) In the absence of authentic identification, or in case of doubt, the employee will refuse service of alcoholic beverages to the customer.

3. It is the employee's responsibility to notify a manager immediately when a customer shows visible signs of intoxication. The manager will then inform the customer that further service of alcoholic beverages is no longer legal and suggest alternative refreshment.

4. Any customer showing visible signs of intoxication shall be urged to use the alternative transportation provided by the establishment. If, after strong urging, he or she refuses, a reasonable attempt should be made to

quor licenses, tighter advertising restrictions, warning labels and a ban on reduced-price promotions.

What the alcohol industry is doing

The alcoholic-beverage industry is justifiably concerned that alcohol may become a scapegoat for society's ills. All three sectors of the industry are beginning to address consumers with information programs of their own. The American Wine Alliance for Research and Education (AWARE) was founded a year ago to spearhead the wine industry's public-education efforts.

Patricia E. Schneider, executive director of the consumer-interest group, says that her organization's goal is to highlight the historically positive role wine has played in culture, religion and social activity. "Generally, wine is a civilized refreshment enjoyed with food and friends. The new temperance movement has blurred the distinctions between use and abuse, and has put the industry up against a decided effort to change the way society regards alcohol. AWARE finds that absurd in light of the history, traditions and responsible use of alcohol by millions of people for thousands of years."

Robert Mondavi, founder and proprietor of the winery that bears his name, has set out on a mission to promote wine as a civilized beverage that should not be feared or slandered.

In 1988, concerned that the wine industry sat back while others generalized about the dangers of its products, Mondavi met with the executive committee of the Wine Institute, which later approved funding of a coalition of wine professionals who aim to preserve wine's positive social image.

Mondavi and others now are working with beer and distilled-spirits makers to unite in their common cause. Mondavi advocates an industrywide code of ethics that would prohibit advertising and marketing that emphasize sex, status or sports heroes or that target youth. "We have to do this voluntarily or the government will do something about advertising soon," he asserts.

Late last year the beer industry began to change its ads, with Anheuser-Busch's "Know When to Say When,"

obtain the keys to his or her car. If, despite these efforts, the intoxicated customer leaves in his or her car, the license-plate number should be noted and the appropriate law-enforcement officials should be notifed.

5. After refusing service to any patron, employees will note the appearance and clothing of the individual involved. A form will then be obtained from the manager, filled out and filed in the log book.

6. All liquor will be dispensed in measured, consistent shots.

7. No employee will serve more than one drink to a guest at one time.

8. No employee will serve several drinks to a guest during a short interval.

9. All employees who serve alcoholic beverages will participate in a designated alcohol-awareness training program within one month of beginning employment at this establishment.

I have read this policy statement, understand what is required in regard to responsible alcoholic-beverage service and promise to follow these rules.

Signature _____

Date _____

HOW TO IMPLEMENT AN ALCOHOL-AWARENESS PROGRAM

In 41 states there are dramshop laws that hold servers of alcoholic beverages liable for the actions of intoxicated guests. If someone is involved in an alcohol-related accident after leaving your operation, you as a restaurant owner, or your employee who served drinks to that person, could be sued.

The best defense against restrictive legislation and third-party liability suits is a record of responsible alcoholic-beverage service. That's why it's important for every foodservice operator who serves alcoholic beverages to institute an alcohol-awareness program.

New association booklet

To help you set up such a program, the National Restaurant Association is issuing a new booklet on alcohol awareness, *Help Prevent Drunk Driving—A Restaurateur's Guide*. In addition it has prepared a new video—which comes with a workbook—to use to instruct your servers in responsible serving of alcohol, titled *Alcohol Awareness Training for the Server: the F.A.I.R. Program* (F.A.I.R. stands for Fundamentals of Alcohol Intoxication Recognition).

The booklet, which will be sent out to all association members in March, describes how to take the following steps for an effective alcohol-awareness program:

- ☐ reassess service practices and make sure they do not promote or encourage excessive drinking. That includes eliminating promotional material that might be perceived as fostering intoxication, providing bar food, providing alternative transportation to someone who's had too much to drink and fostering a designated-driver program
- ☐ establish and publicize an alcoholic beverage service policy (see sidebar)
- ☐ train all servers of alcoholic beverages how to recognize falsified IDs, how to recognize signs of intoxication and how to refuse service to those who are intoxicated
- ☐ introduce point-of-sales material to publicize your commitment to the message that drinking and driving don't mix.

Other training sources

The new video, approximately 85 minutes long, recreates a seminar that deputy sheriff Ed Ramsperger of Monroe County, New York, gives to members of the hospitality industry on how to be responsible servers of alcohol.

The association's Information Service also has a list of nationally marketed alcohol-awareness training programs for your servers; your state association might also have seminars on alcohol awareness that they offer in your area.

Remember that any program you choose should remain available for training new employees. ❑

THERE MAY BE A "LIGHT" AT THE END OF THE LIQUOR TUNNEL

With consumption of hard liquor falling since 1978, operators are looking for alternatives that can get their bar registers ringing again. Two possibilities that appear promising are the high-end liquors and the more unusual reduced-proof, reduced-calorie "light" alcohols.

Although Americans are drinking less, there seems to be a consensus that they are drinking better. According to John Oliver, director of public relations and event marketing at Seagram, "People are saying, 'I'll drink less because it makes sense, but I won't sacrifice quality.'" With this movement in mind, says Oliver, Seagram recently reorganized its entire company with a concentration on higher-market brands.

Single-malt Scotches, especially, are receiving an increased focus among high-end liquors. These unblended malt whiskeys often are being treated like cognacs by the younger, more affluent drinkers who drive the market.

With the rising national concern about drunk driving, however, "light" alcohols, currently being test-marketed by only a few distilleries, may provide an even better way to lure customers back to the bar. Oliver of Seagram says that "response has been tremendous" to its Mount Royal Light, which is 54 proof and 73 calories per 1.7-ounce serving, as compared to the 110 calories found in the same amount of its regular 80-proof whiskey.

Another company that is cashing in on both the demand for high-end alcohols and the potential market for lighter spirits is Vermont Distillers, a Waterbury, Vermont-based microdistillery that is a small but trendsetting player in the $24 billion liquor industry.

Vermont Distillers offers several unique premium products, such as Veranda Gin, Mad River Vodka and Tamarack Liqueur, made from Vermont maple syrup, bourbon and a blend of spices. The company is also raising eyebrows with its light gin and vodka, which have 25 percent less alcohol and fewer calories—82 calories per 50-ml. serving. The light gin and vodka are both selling at better than 50 percent of Vermont Distillers' regular gin and vodka sales.

Although Vermont Distillers is virtually the only microdistillery in the country, president Brian Tyrol believes that the "boutique" trend will blossom for the liquor industry, just as it did for wines and beers. The fact that people are now favoring premium brands, he adds, "opens things up for microdistilleries because we could never afford to play at the low end. But at the same time, nobody at a major distillery will peel and squeeze a summer cucumber, which we use to give a soft, round taste to our gin."

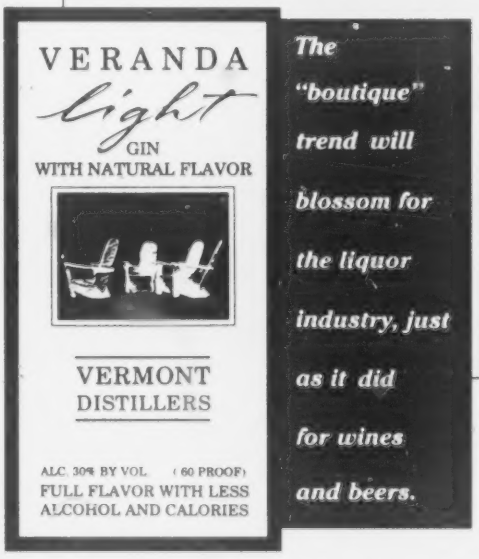
The light spirits, says Tyrol, sometimes face resistance from customers "who don't want their alcohol without the punch." But the reduced-alcohol spirits appeal to those who are concerned about drunk driving and also, says Tyrol, to those who "really like the taste of gin or vodka, because the lighter, softer flavor means you can drink it without mixers, or without freezing the vodka for people who like to drink it straight."

Marketing in restaurants

High-end, premium liquors and the new "light" spirits both provide operators with marketing opportunities. Because the public is so unfamiliar about alcohol abuse and instructing people does pay off."

But beer companies are doing more than changing their ads. They are sponsoring bartender-training programs to teach servers how to identify and deal with patrons who have had too much to drink, and they are contributing to education and prevention programs.

The spirits industry has also launched educational initiatives. Last November Joseph E. Seagram & Sons, Inc., introduced a national educational program for parents and preteens called "Talking About Alcohol." The program, which has been endorsed by several national educational and medical groups, addresses the alcohol-abuse problem. Research has shown that many children start experimenting with alcohol in their preteen years, but families often don't know how to start a meaningful conversation about responsible alcohol use.



Miller's "Think When You Drink," and Coors' "Please Drink Safely." These sober messages preach moderation and responsibility. "We're all increasingly aware of the need for public education," says James Sanders, president of the Beer Institute. "Talking

TAMARACK CHOCOLATE MOUSSE

Serves 12

Ingredients:
½ lb. milk chocolate
½ lb. bittersweet chocolate
2 cups heavy cream
1½ cups powdered sugar
Pinch of salt
6 Tbs. Tamarack liqueur
1 cup sour cream

Method:
Coarsely chop milk chocolate and bittersweet chocolate. Combine and melt in a double boiler or microwave, stirring until smooth.

Whip cream with sugar and salt until soft peaks form.

Whip into cream the liqueur and melted chocolate. Mix briefly to combine. Fold in sour cream. Spoon or pipe into champagne glasses and chill for 20 minutes.

Garnish with straight whipped cream and milk-chocolate curls.

—Carl Huber, III, Tanglewoods Restaurant, Waterbury, VT

with them, the lighter liquors especially call for aggressive promotion. But the interest seems to be there.

In a nationwide in-home product test, 67 percent of those who heard Mount Royal Light described indicated a positive interest in purchasing it, which gives a good indication of the potential of light alcohols.

According to Gary Smith, manager of Tanglewoods (90 seats) in Waterbury, Vermont, customers "are eager to give it a try" when servers describe Vermont Distillers' light products, and their reaction to the spirits has been positive.

Restaurants interested in positioning themselves as responsible vendors could easily integrate these lower-alcohol products into an operation-wide alcohol-awareness program.

Light alcohols can also be marketed in restaurants as part of a healthy cuisine promotion. To complement a light meal, servers can suggest a low-calorie cocktail.

If premium microdistillery brands begin to proliferate over the next few years, as Tyrol of Vermont Distillers believes they will, restaurateurs may also find interesting liquor-and-food-pairing promotional possibilities. For example, customers can be introduced to a regional product through a pairing with foods from the native region, such as Scottish cuisine with an imported single-malt Scotch.

Finally, a creative cook could use these unique regional liquors to create a one-of-a-kind signature dish. For example, Vermont Distillers' Tamarack Liqueur has found its way into several sauces, a best-selling dessert "Tamarack Mousse," and a hot spiced cider.

The Seagram program provides advice in an interactive, question-and-answer format. The literature also offers guidelines to parents about communicating the differences between alcohol and illicit drugs. As the Seagram literature explains: "For young people, drinking represents a way of being adult and grown up, belonging to the adult world. Drug use represents a way of standing against or apart from the adult world and with a subculture the adult world warns and works against. The use of alcohol and the use of drugs have largely different meanings for kids."

How operators can respond

How should the individual foodservice operator respond to increased consumer concern about drinking? For starters, all restaurants should endorse some type of alcohol-awareness program. (See sidebar for information about the National Restaurant Association's program). This should include a responsible alcoholic-beverage policy accompanied by server training and customer education about such concerns as sulfites in wines. At the same time, they can compensate for declining alcohol sales by offering alternative beverages and adding food to the bar.

□ *More high-quality choices.* When people do eat and drink today, they are looking for the best available—premium brands, super-premium wines by the glass and the highest quality of fresh food.

Triffon of the London Chop House reports that customers are ordering distilled spirits by brand names. She has also increased her bar wine list to 18, including three super-premium wines that cost up to $10 per glass. Those wines account for the restaurant's highest by-the-glass sales. "People are consuming less, but they are spoiled to death," she laughs. "Their tastes are more refined and they're not as easily pleased."

This applies to beers and bottled waters as well. "People used to be satisfied with one brand. Now they want a selection with gas, without gas, from Switzerland, Canada, Michigan. Again, it allows them to share in the fellowship of the table without having to resort to a glass of water."

□ *Promoting low-alcohol and nonalcohol drinks.* Low-alcohol beverages and alcohol-free beers and wines are beginning to win converts, especially at lunch. But mocktail sales often lose out to soft drinks, unless an operator promotes them aggressively.

Producers are offering more options, too, by creating new products. Adding to a list of such "buzzless" beers as Moussy, Clausthaler, Kaliber and Warteck, Miller has recently introduced its nonalcoholic beer, Sharp's. "The name clearly communicates the idea of staying in control," says a company spokesman.

And Ariel Vineyards is one of several producers in the wine category, tapping into the same trend. Its latest offering is a chardonnay.

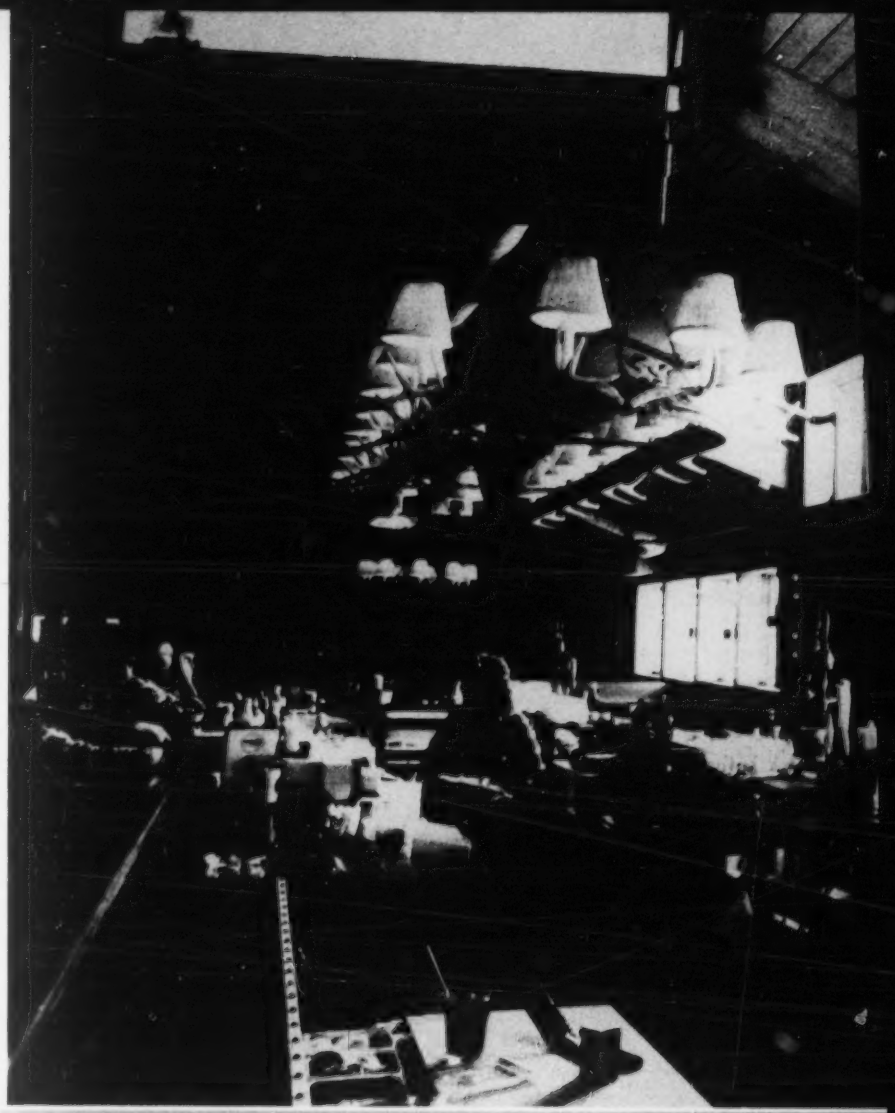
How are these beverages faring in restaurants? They are starting to catch on. Several operators who offer nonalcoholic beers say they represent about 5 percent of beer sales. The percentages are similar for sales of nonalcoholic wines.

Triffon notes that dealcoholized wine sales began with prom kids, but that these beverages are now being ordered by people who simply aren't drinking at the moment, are watching their health or are on medication. She is quick to add, "Just as a veggie-burger doesn't pass as the real thing, nonalcoholic wines aren't the same as vintage wines. But there are some that are very good."

□ *Working to stop the temperance movement at moderation.* Alex Sebastian, proprietor of The Wooden Angel in Beaver, Pennsylvania, is one operator who is not ready to accept the conservative trend as a fait accompli; in fact, he is worried about the possible ban on alcohol use and believes that consumer education can make a difference. He devotes about one week of every month to speaking to various groups about what he perceives to be threats to industry and individual freedom.

"We have to get together and fight, or somebody who doesn't know anything about running a restaurant will make decisions that could affect us all. I could be forbidden to enjoy the beverage of my religious heritage, because it is being abused by somebody else," he says.

Although Evan Goldstein of Square One is more optimistic than Sebastian—because he is confident that the alcohol lobby is strong enough to fight prohibition efforts—he, too, believes restaurateurs should be more proactive, fighting against such restrictive laws as excise taxes and third-party responsibility. "We can't take a reactive stance (to this temperance movement). We have to be proactive." ❑



EATING AT TH

A bar can be more than a purveyor of alcoholic beverages.
form of seating and a convenience for customers

As the public's attitude toward alcohol consumption has changed, so has its perception of what a bar is. No longer simply a wooded, dark and smoky bastion of hearty male drinkers, it is becoming a brighter, more contemporary spot for socializing with friends of both sexes—and that includes breaking bread as well as clinking glasses. In fact, more and more restaurateurs are discovering that they can generate profits and expand their clientele base by serving meals at the bar. Often these benefits can be reaped with minimal changes in layout and design. But operators interested in lining their bars with hungry customers have to let patrons know the service is available, and then make eating at the bar convenient and comfortable.

Offering comfort and convenience

Bill Aumiller, of the Chicago architecture and design firm Aumiller and Youngquist, sees a twofold reason for the growth of bar eating. First, says Aumiller, is the attractiveness of the bar as an eating area for singles. Thanks to increased business travel and the growth of dining out in general, solo diners have become a significant restaurant market. But for many individuals, eating alone at a two-top or four-top in a crowded restaurant is an uncomfortable experience.

A lot of these lone customers, says Aumiller, relish the opportunity to sit at a bar stool eating their meal less conspicuously. Interestingly, Aumiller credits a European and Asian influence for making bar eating increasingly acceptable for solo diners. A growing American familiarity with sushi bars and European cafes and bistros has altered the dining public's idea of a bar. "More and more people are comfortable eating at a bar now," says Aumiller, "because bars today are seen as more than a place to drink."

The second reason cited by Aumiller for the growth of bar eating is the convenience the option offers. Especially during busy meal periods, restaurateurs can use the bar to offer faster seating and service to individuals on tight schedules.

In fact, bar seats do have an edge in convenience and efficiency. Generally, there is a shorter wait for a bar seat because every bar seat can be filled, as opposed to the unavoidable empty seats at tables that are not fully occupied. Further, the close proximity of bar customers to one another makes them easy to serve efficiently, especially if the bartender is taking orders for food as well as drinks.

All three restaurants at the Nordstrom department store in downtown San Francisco offer bar eating for the customers' convenience. According to Robert Tew, food and beverage manager, "The bar eating option is an extension of the high level of service at Nordstrom."

The bar menus at the three Nordstrom restaurants are identical to the table menus. Many other restaurants, however, experience success with limited bar menus that concentrate on items that can be quickly prepared and eaten, such as salads, sandwiches, soups and burgers. In fact, the practice of grazing, or eating several small, appetizer-sized dishes instead of one large entree, has also contributed to the the successful coupling of food and drink at bars. Graz-

At Timbers Charhouse in Highland Park, Illinois, bar eating represents 5 percent of the restaurant's meal counts. A cooking area behind the bar makes serving food fast and efficient.

E BAR

t can also be an alternative
n a tight schedule.

ing was and is a natural for bars, although the ubiquitous jar of pickled eggs from days gone by has given way to more sophisticated selections of foods to pair with beer, wine, cocktails or sparkling waters.

At Timbers Charhouse in Highland Park, Illinois, using a limited bar menu to cater to time-conscious customers actually spelled a reprieve for the bar. Four to six months after the restaurant opened the bar area, the bar still did not have the drinking crowd originally expected. "We were going to take down the bar and add more tables. Instead, we just changed the concept by adding more appetizers and quick-preparation food items for the bar patrons. We found a market for convenience," says Jim Errant, owner of Errant Enterprises, which operates the restaurant.

Today bar eating accounts for 3 to 5 percent of the restaurant's meal counts. Many regulars from surrounding offices visit the restaurant bar, which sports a four-foot electric grill upon which food is nearly always sizzling. In addition, Timbers has an executive lunch club that awards price discounts for repeat visits.

The bar at Timbers is a popular dinner dining spot as well. Diners often order grilled appetizers from the bar while waiting for their tables. Others, forgoing their chances for a table, will decide to eat their entire meal at the bar.

Countering the public's unfamiliarity

Even though the image of the American bar is gradually changing, many bar customers often are unaware that at certain restaurants food can be ordered at the bar. "I'm continually amazed at how many people step up to our bar and ask, 'Can I order some food right here?' " says Peter Muckerman, manager of Hard Times Cafe in Alexandria, Virginia. The attitude of these customers is even more surprising, says Muckerman, because all the food in the 120-seat chili parlor is served from behind the bar, in full view of bar patrons.

Once an operator gets people eating at a bar, however, the practice often feeds itself. At Timbers Charhouse, for example, Errant notes that customers often look over at those eating at the bar and say, "That looks good; I didn't even know you could eat that at the bar." Muckerman of Hard Times Cafe agrees, adding that discussions about the merits of certain dishes often lead to a loose and friendly bar atmosphere.

There are several ways for operators to counter the public's unfamiliarity with bar eating. Simple table tents and strategically placed menus, for example, can serve as appetite-whetting reading material for bar customers. Place settings—with silverware—pre-placed on the bar also can let individuals see that the bar is a spot for eating as well as drinking. Liberally positioned condiments and menus can achieve a similar effect.

At Hard Times Cafe, bar workers are instructed to ask bar customers who are on the waiting list for tables if they would care instead to dine immediately at the bar. The increased bar-dining traffic cuts down on waiting time for all customers and also means higher average checks, and correspondingly higher tips, for the cafe's bar workers.

Hard Times Cafe, says manager Muckerman, also benefits from its simple display cooking, which creates a tempting atmosphere of excitement. "Even if you're waiting for a table, when you see all that food going by, it's hard to resist ordering at least an appetizer at the bar. And, of course, lots of customers say, 'We eat only at the bar because that's where the action is,' " laughs Muckerman.

A similar example of display cooking wedded to bar eating is found at Nordstrom's City Cafe. Shoppers can take any of 12 seats at an exhibition bar where the Cafe chefs turn fresh ingredients into tempting meals right before the customers' eyes—and noses. Three-quarters of the counter's length is taken up by the exhibition kitchen, with the remaining space allocated to a fullservice bar. By seeing and smelling the food being prepared, bar patrons cannot help but think of eating. In addition, customers become actors in a theater of sorts by asking the chefs questions and discussing the dishes being created. The interaction is further personalized when the chefs hand the finished dishes directly to the bar customers.

Operators also can promote eating at their bar through thoroughly conceived bar design. Libby McClintock, a New York City restaurant designer, advocates using back-bar or center-island displays of food to "inspire eating." One restaurant that has successfully used food displays to inspire eating is Cafe Babareeba! in Chicago, a member of the Lettuce-Entertain-You family of restaurants. Based upon a Spanish tapas bar, this eatery offers customers three bars with more than 50 seats from which to choose. Whole hams and strands of garlic and peppers hang above the bar, bringing food quickly to mind. The cultural weight of the Spanish tapas

SERVING FOOD AT THE BAR

QUESADILLAS VERACRUZ

Serves 4

Ingredients:
2 jumbo flour tortillas
2 cups grated Monterey Jack cheese
1 green onion, sliced thin
½ cup guacamole
1 jalapeno pepper, sliced thin
2 black olives, sliced thin
Oil or butter for cooking

Method:
Heat large skillet or griddle with small amount of oil. Place 1 tortilla in skillet and sprinkle with 1 cup of Monterey Jack cheese and one-half of the sliced green onion. Cook until cheese melts and tortilla lightly browns. Fold in half and remove from pan. Repeat with other tortilla. Cut tortillas into wedges and serve with guacamole. Garnish with jalapeno and black olive slices.

—Sid Levitz, Timbers Charhouse, Highland Park, Illinois

BRUSCHETTA

Serves 4

Ingredients:
4 slices sourdough bread, at least 1-inch thick
6–8 ripe tomatoes
2 ozs. fresh basil
Salt and pepper to taste
8 garlic cloves
8 ozs. extra-virgin olive oil

Method:
Peel, seed and coarsley chop tomatoes. Place them in a bowl, season with salt and pepper, pour on olive oil, basil (thinly sliced except for 4 leaves) and 6 of the garlic cloves (peeled and halved). Marinate at room temperature for at least one hour.

Grill, broil or toast the slices of bread until well browned. Rub slices with remaining 2 garlic cloves (sliced in half). Spoon a generous amount of tomato mixture on each slice and decorate with a reserved basil leaf.

—Michael Romano, Union Square Cafe, New York City

tradition, where food and drink go hand in hand, makes its presence felt, and food holds a healthy 30 percent cut of bar sales.

Serving the bar

Before steps are taken to increase food sales at the bar, an operator must determine whether the kitchen and restaurant's layout can handle the added production. "The layout," says designer Bill Aumiller, "must lend itself to getting the food to the bar quickly and efficiently." A crowded bar two to three persons deep, for example, will not allow access to servers and most likely will not allow diners to eat in comfort.

In general, there are three methods of servicing bar customers: having direct access from the kitchen to the bar, transporting the food from the kitchen to the bar and preparing the food behind the bar. Direct access between the kitchen and the bar can take the form of an extra door or a pass-through. In the case of the pass-through, food destined for bar customers is simply handed to the bartender or server, who then brings it to the patrons. This arrangement, however, is often impossible to incorporate, given the location of the kitchen in existing restaurants or the floor plan of establishments where the kitchen and the bar are at opposite ends of the restaurant.

More common are food runners, who are used to bring the food from the kitchen to the bar. Sometimes the waitstaff treat the bar as a large table, taking orders and delivering food. But with the advent of electronic cash registers, labor can be saved by asking the bartender to double as server. The bartender places the bar order via the register, which sends it electronically to the kitchen. Once prepared, the food is carried by a runner from the kitchen to the bartender, who then serves the customer. Although the bartender's workload is increased, so, too, are bar tips.

Given the logistics of installing and operating food-preparation equipment, cooking food behind the bar is the most complex way of serving bar customers. Grills like the one used at Timbers require ventilation hoods and exhaust fans, which can be difficult to incorporate into the bar area. At Timbers, one side of the square bar is up against a wall where the grill and ventilation hood are located. Local laws may include other regulations and should be thoroughly investigated before food-preparation equipment is added to the bar. Other less bulky equipment, such as microwave ovens, small pizza ovens and mini-refrigerators, may be easier to add to the bar area.

Making bar customers comfortable

A comfortable seat is of the utmost importance to a dining patron, and this is no different at the bar. A backless, hard stool can render even the most delicious meal unbearable. That is why bar seats should be well padded, have supportive backs and be of a comfortable height. In short, they should be chosen as one would choose chairs for a table in the main dining room. Aumiller recommends swivel seats, to allow customers to see the whole bar.

Bar seats should be specifically matched to the bar to ensure that the diner can eat comfortably, with enough knee space when facing the counter. A bar rail is also recommended, to allow patrons to rest their feet. But beware of bar stools that have their own footrests as they may render the bar rail an obstruction rather than a comfort. Another possible encumbrance to watch out for is the bar lip, the raised edge on the bar designed to keep glasses from falling off; if too high, it can make using cutlery unwieldy.

Finally, pay attention to lighting. Customers should be able to see what they are eating, and this consideration may override the initial impulse to dim bar lights for a subdued atmosphere. A great many of these requirements are common-sense ones that reflect the added needs of a bar that serves food. Meeting these needs is the key to creating an environment that encourages eating and makes the customer happy for having done so.

Looking ahead

As to the future role bar eating will play in American dining habits, Aumiller predicts that it "will go for the cycle but will not disappear on the cycle's downside; instead, it will become more common as American foodservice continues to assimilate European and Asian practices." Others point out that eating at the bar is also very much in keeping with the trend toward a casual dining experience.

—Larry Greenberg, freelance writer, New York City

RIDING THE CREST WITH BOTTLED WATERS

Although soft drinks continue to represent the largest share of nonalcoholic beverages, bottled-water consumption is skyrocketing.

by Dorothy Dee

With an annual growth rate of 12 percent, bottled water continues to be the fastest-moving segment of the beverage category, generating a total of $2 billion in yearly sales.

While bottled water is still a drop in the bucket compared to the $21.3 billion soft-drink market, Americans are drinking more bottled water in the home, in the office and at restaurants. Per-capita consumption is at an all-time high of 6.4 gallons.

One out of every 15 households currently consumes bottled water as its primary drinking source; and in California, the state with the heaviest bottled-water consumption (half the bottled water consumed in this country occurs in California), household use runs as high as one in three.

Bottled water is becoming a year-round beverage of choice. Consumption is growing steadier, and a large Manhattan bottled-water distributor reports that winter-sales slumps are now only 10 to 20 percent behind summer peaks, whereas five years ago business might have been off by as much as 30 to 40 percent.

The popularity of bottled water is not unnoticed. Large European firms like Perrier and Anjou International now own U.S. regional companies, and soft-drink and liquor manufacturers like Pepsi and Seagram are venturing into the market. The Perrier Group is now the parent company for Arrowhead, Calistoga, Great Bear, Ice Mountain, Oasis, Ozarka, Poland Spring and Zephyrhills. Anjou International is the French parent of Hinckley & Schmitt, Inc., one of the nation's largest bottled-water producers. In the Denver market, the Pepsi-Cola Company is test marketing $H_2Oh!$, a sparkling water that comes plain or in three flavors, and Seagram recently bought out the SoHo beverage line, which includes a group of sparkling waters.

A number of trends are fueling the bottled-water market. Most important are consumers' concerns about the safety of municipal water supplies and their interest in health and nutrition.

Dorothy Dee is a freelance writer in Bethesda, Maryland.

The American taste

When it comes to year-round taste, Americans continue to favor nonsparkling water over sparkling, and domestic brands over foreign imports. According to the International Bottled Water Association, 90 percent of the U.S. bottled-water market is nonsparkling, and U.S. consumption of domestic still water reached more than 1.4 billion gallons in 1988, com-

pared to 160 million gallons of domestic sparkling water and just 50 million gallons of imported waters.

In restaurants, the tables are often turned. Traditionally, most restaurant patrons favor sparkling waters over still. Sparkling waters serve as alternatives to alcoholic beverages, as pacers in between alcoholic drinks and as mixers with wine or ingredients in alcoholic and nonalcoholic concoctions. Foreign imports like Perrier and San Pellegrino are staple items on menus, and owners of fine-dining establishments often see a 200 percent profit on a small bottle of bottled water.

Restaurants and hotels offer bottled water both for purchase and as a value-added amenity. Customers of The Palm Restaurants, for example, enjoy a complimentary bottle of Perrier at their table during lunch or dinner—either the natural or one of the Perrier-with-a-Twist flavors.

Ethnic and regional restaurants often find that bottled water is a natural accompaniment to the restaurant's menu. The Austin Grill, a 75-seat restaurant on the outskirts of Georgetown in Washington DC, which tries to be "as close to Austin as you can get," features Artesia's sparkling mineral water as its only bottled water.

Restaurants seeking to add still or sparkling bottled waters to their menus have a wide field to choose from. Currently 475 bottling plants in the United States produce more than 600 brand labels, and new international waters crop up each month. At least 75 brands of imported waters are on the market. Sparkling waters are generally used as alternatives to soft drinks and alcoholic beverages or as a refreshment beverage. Bottled drinking water is used as an alternative to tap water. There are spring, mineral and well waters. Some waters are flavored with the essence or extracts of fruit, and many are now combined with juice. There is even truffle water—made from real truffles.

Flavored and juice-added waters

According to Arbitron/SAMI, the New York-based market research firm, estimated sales for carbonated water/juice-added products reached $96 million in November 1989, a 40.9 percent increase over 1988. At the same time, sales for carbonated sparkling flavored waters reached $42.5 million, a 4.2 percent increase over 1988.

Flavored waters first hit the market about eight years ago. They married the bottler's primary sparkling spring or mineral water products with a flavoring in the form of a fruit essence or extract, which offered a hint of natural fruit flavoring. A number of domestic bottlers and also Perrier now offer U.S. consumers flavored waters, which have become a popular adult beverage.

Flavored waters paved the way for the juice-added waters that surfaced 18 months ago. Juice-added waters (which some consider a soft drink) vary in sweetness and strength with the amount of juice contained in the product. Waters flavored with an extract or essence are low in calories, while those combined with juice are sweeter and more caloric.

Dr. Georg Moller-Roche, president of Mendocino Beverage Company, which markets five flavors of Mendocino Natural Sparkling Mineral Water and a specialty item, characterizes the difference between the products as "a lot like the difference between a sweet and a dry wine."

While most restaurants at upscale establishments say their customers prefer unflavored sparkling waters, a number of new, exciting flavors of sparkling waters—from lemon/kiwi to strawberry—may prove hits with theme, family and fast food restaurants.

While restaurateurs may find that waters flavored with essence or extract appeal to health and calorie-conscious adults, those sweetened with large quantities of juice may prove a natural favorite with children. "Children like the slightly sweet flavor, and parents know that children are not drinking any chemicals or preservatives and are getting their minerals and vitamins in a healthy fashion," says Mendocino's Moller-Roche.

Packaging

Some bottlers are wooing the restaurant trade with sleeker packages and sizes more appropriate for restaurant use. Crystal Geyser, which offers sparkling mineral water, a seltzer and juice squeeze, has come out with a 7-ounce blue-tinted proprietary glass bottle for on-premises sales. Director of Marketing Kevin McClanahan thinks the elegance and size of the new package will appeal to restaurants. "We think it is a much more elegant presentation than most mineral waters are currently making, and the smaller 7-ounce bottle will offer the on-premises operator an opportunity to have two register sales."

Bottlers of still waters like Hinckley & Schmitt are also experimenting with smaller sizes. Perrier recently placed its sparkling mineral water and Perrier-with-a-Twist line in cans, which it hopes proves popular with airlines, and with hotels for poolside use.

The water menu

Someday the water list may take its place alongside the wine list in upscale establishments. Most restaurants, if they offer a bottled water, carry a sparkling water—usually without flavor—and one still water. But Khosrow Foroughi, executive vice president of Mootch and Muck, an independent store-to-door distributor of bottled water in Maspeth, New York, hopes this situation will change. Foroughi is developing a menu of international bottled waters, which he hopes to make available to restaurants this spring. "We are developing a water menu to go along with the wine menu where we offer international bottled water—sparkling and nonsparkling—so the customer could ask for a water from Germany, or a quality bottled water from Italy, Israel, Uruguay or Japan."

And Doubletree and Compri Hotels in Phoenix, Arizona, which operates 60 hotels across the United States, is planning to roll out a beverage menu called "Healthy Alternatives" this month, which features an array of thirst-quenching waters along with fruit juices, nonalcoholic beer and wine, and some yogurt drinks. Marty Miles, corporate director of food and beverage, says the menu, which is featured in all hotels, aims to combat the downward trend in alcohol sales and to appeal to the health-conscious consumer of today. ❑

Greg Smith

AT A BEER DINNER

Beer has long been overshadowed as a dinner beverage by wine, but drinking the right lager, ale, porter or stout can improve almost any food. "A hamburger with a regular lager takes little imagination, but a spicy ale served with jambalaya or barbecued ribs can really spice up a meal," says beer writer Jack Erickson. Here is how one restaurant took the advice to heart.

by Andrew McLauchlin

Beer, not wine, was on tap for taste testing at a recent dinner at Fitch, Fox & Brown Restaurant and Bar in Washington DC. The restaurant welcomed Jack Erickson, author and publisher of *Learning to Cook with Beer* and *Great Cooking with Beer*, to host a dinner that paired beer and fine food in a special dining event.

To increase people's awareness about different types of beer and how they can help liven up a meal, Erickson and Fitch, Fox & Brown gathered 35 guests, including distributors, foodservice managers and patrons, in a private room of the restaurant to sample a variety of the world's beers during a casual three-course meal.

Before leading the dinner guests on a "blind" tasting tour that featured 12 beers (four per dinner course—approximately two ounces per brand per guest), Erickson introduced everyone to the nuances of beer tasting. He gave each person an informal guide that outlined six different categories—color, head retention, hops aroma/bouquet, initial taste, mouth feel and lasting taste. Erickson also drew attention to subtle details, explaining the advantages of starting a beer-tasting session with lighter lagers, progressing to amber ales and ending with black stouts. "If you tasted the heavier beers first, they would just overpower the lighter ones," he said.

Andrew McLauchlin is a National Restaurant Association staff contributor.

Let the eating, and the drinking, begin

When Erickson called for the first course and the first round of beers, the waitstaff distributed appetizer platters stuffed with smoked chicken, spicy sausage, three types of cheeses, crackers, honeydew melon and strawberries; then, in keeping with Erickson's light-to-dark principle, they served each guest a pilsener lager as the first beer.

Planning a beer dinner

There are no hard and formal rules about matching beer with food as there are with wine. The only rule to follow is to choose what you prefer and what you think your guests will like.

When selecting beers for your dinner, you might want to consider the following basic foods and beer styles:

Seafood—pale pilsener, amber lager or spicy ale

Shellfish—porter, stout

Poultry—amber lager, ale

Pork, veal, beef—amber lager, brown ale

Game meat—Scottish ale, porter, dry stout

Roasts and stews—amber lager, porter, stout

Cheese dishes and desserts—pale ale, porter, sweet stout, lambics

Beer to cut, complement or contrast food

Beer connoisseur, Dane Wells has developed a three "C" system of matching beers with food. Dane, along with his wife Joan, is proprietor of the Queen Victoria Inn in Cape May, New Jersey, and a certified beer judge. When cooking or serving beer with food, Dane uses the three "C" options—selecting beers to cut, complement and contrast the food.

For example, Dane will "cut" the flavor of a rich, creamy sauce with a beer that is tart or slightly bitter (a Berlinerweisse or pilsener with lobster cream sauce). Dane's complementary beer would be an assertive beer with spicy food (smoked fowl or fish with a rachbier). Dane's contrast beer is a spicy or robust style with bland food (oyster with stout).

Finding the right marriage of beer and food

A general guideline to follow is to start your beer dinner with lighter-colored beers and proceed to darker beers. Before dinner, a wonderful aperitif would be a lambic cherry or raspberry beer, or a wheat beer with a lemon in summer.

A salad or an appetizer course would feature a pilsener, amber lager, or pale ale. All three beers are light and refreshing, but not overwhelming.

An entree course with dark meat—ham, pork, beef—would be complemented by a more robust, assertive and darker beer—brown or Scottish ale, porter, stout.

Dessert offers the widest choice. Cheese and fruit or even cakes and

Erickson fields questions at the beer-tasting dinner.

Suggestions for a beer-tasting dinner

1. Choose eight to 12 beers from the range of styles: lagers, ales, porters and stout, to offer customers diversity. Serve beers from light in body, color and texture to heavier, darker and more complex. (Example: Proceed from pale pilsener, to amber lagers, to ales, porters, lambic, and stout.)

2. Work with a distributor to choose beers customers may not be familiar with, i.e., beers not heavily advertised and promoted.

3. If possible, do the tasting "blind," so you are educating customers and not just serving them beers they know.

4. Serve beer in its own clean glass.

5. Have bread or unsalted crackers and a pitcher of cold water on the table. The bread or crackers will cleanse the palate between beers; the water slackens the thirst and refreshes the mouth.

Hesitant in perhaps the first attempt at consciously judging beer, each guest, at Erickson's direction, held the beer up to light to check its color: dull yellow. Next Erickson pointed to the beer's head: very weak, lacking height, durability, bubbles or "legs." Its bouquet? Almost nonexistent. Initial taste? Bland. Mouth feel? Watery. Aftertaste? Gone. The beer further disappointed the judges by extinguishing the heat of the smoked chicken, taking the spice out of the sausage and washing over the mild cheeses.

Was this one of the best beers the world had to offer? "Perhaps not, but it's a good point of comparison," said Erickson. The dinner guests discovered at the end of the dinner (when all beer names were revealed) that they had unceremoniously rejected Budweiser, the American staple beer produced by Anheuser-Busch in St. Louis, Missouri. One guest, however, came to Budweiser's rescue, claiming it was good with fruit.

With nowhere to go but up from Budweiser's flat showing, Erickson led the novice beer critics on to the next beer. The cloudy amber lager grabbed everyone's attention with a strong taste that had the gusto to tackle spicy sausage and chicken, and the flavor to liven up mild cheeses. Its head and aroma also pleased the critics, making Olde Heurich amber lager one of the favorite beers of the night. Gary Heurich, president of The Olde Heurich Brewing Co., in Washington DC, participated in the beer dinner and was happy, but not surprised, with his beer's impressive showing.

Guests also complimented the two other appetizer beers: Huntsman Royal Oak pale ale (Dorchester, England) for its mellow aroma and August Schell weiss beer (New Ulm, Minnesota) for its wheat beer taste.

Tales from the keg

Aside from instructing the guests about beer tasting, Erickson provided a running monologue of stories and

cookies go wonderfully with stout, bock, lambic or Christmas styles. The challenge in matching beers with desserts is discovering which particular beer styles, such as stout or lambic, best complement flavorful desserts—ginger cookies or chocolate cake, for example.

The adventure in serving specialty beers is learning about the beers and trying them with your favorite foods. The joy is discovering the marriage of those beers and foods that suits you—and your guests.

6. Take beers out of the refrigerator about 15 minutes before tasting, so they can be cool but not cold. Don't serve beers ice-cold or in frosted glasses.
7. Pour about two ounces per glass and serve quickly.
8. Remove empty glasses from table, but let glasses with beer remain. Patrons like to compare color of beers during tasting.
9. If possible, distribute a rating sheet for patrons to evaluate beers and write comments. The sheet also makes for a handy promotion to advertise special events and future beer tastings.
10. Invite someone knowledgeable about specialty beers to serve as moderator or host. Patrons like to have someone explain the event and answer questions about beers and foods.

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facts that he had learned through his world travels and private and public samplings.

Erickson also passed around examples of brewing ingredients, such as yeast, barley and hops, to give the dinner guests a better feel for the origins of the beverages they were drinking.

Beer with dinner

With the appetizer course and the first four beer samples completed, Erickson called for the main dish: a tenderloin of beef with a green-peppercorn sauce, zucchini and yellow squash, baby carrots, new potatoes and pumpernickel bread.

Beer-tasting score sheet

1-10 points: 1 point is the lowest score

What to look for in a beer	Desirable features	Undesirable features
Color:	golden, amber, ruby, chocolately	cloudy, washed-out, hazy
Head retention:	height, durability, bubbles, "legs"	flat, weak
Hop aroma, bouquet:	flowery, fruity, nutty, hoppy	nonexistent
Initial taste:	bitter, malty, smoky, fruity	gassy, bland, weak
Mouth feel:	full bodied, round	watery, thin
Lasting taste:	complex, long finish	short finish

Outstanding - 54 to 60 points; Highly recommended - 48 to 53; Average - 36 to 47; Below average - 35 points or less

Beer No.	Name	Rating Categories						Total Score
		1	2	3	4	5	6	

Erickson pointed out that "meat, as a relatively heavy food, goes well with darker, more complex beers." The guests rated an amber bitter ale from London, England, high for its color, head and hop aroma. Although its initial bitter taste did not sit well with some tasters, Young's special London ale made up for it with a bold mouth feel and an aftertaste that complemented the meat.

Also accompanying the main course was an impressive dark porter beer. Although the beer had no aftertaste, the tasters praised D.G. Yuengling porter from Pottsville, Pennsylvania, for its strong head, bouquet and its full-bodied compatibility with steak.

As the main course wound down, many participants started to lose their inhibitions about describing their favorite beers and the foods that went well with them. In discussing the dinner beers, guests remembered the lasting taste of Sierra Nevada pale ale (Chico, California) and Samuel Smith taddy porter (Yorkshire, England).

Beer with dessert?

The main dish finished, the guests eagerly proceeded to dessert, not knowing what to expect from four even darker beers in this often untried beer/food combination.

"I'm always particularly interested to hear people's reactions to beers with dessert. Not many people have ever considered the combination before, but invariably it gains more converts than anything else," said Erickson.

With the final sequence of beers, the waitstaff served several platters containing cantaloupe, honeydew, strawberries, pineapple and pieces of mocha butter crunch chocolate pie (a specialty of the house).

Scoring extremely high for its deep brown color and durable head, Aass bock beer from Norway drew raves for a strong taste that made it an enjoyable dessert in itself. Giving it many perfect scores, a majority of judges voted Aass bock the night's best beer.

Other beers also appealed to the dinner guests as interesting complements to dessert food. The creamy head and thick taste of Sheaf stout from Australia mixed smoothly with the pie for a rich chocolate taste. Mackeson triple stout from England also challenged the chocolate pie with a heavy aftertaste. Finally, an unusual cherry beer, Liefmans kriekbier from Belgium, pleasantly surprised many tasters by topping off the dessert fruits and the chocolate pie with a citric cherry flavor.

"A fun thing to do"

After the beer dinner, Gordon Schaaf, owner of Fitch, Fox & Brown, called the evening "a success and a fun thing to do." ❑

THE HEAD OF

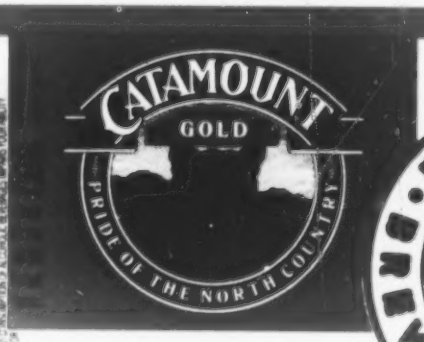
WINNERS OF THE AME

Although beers from microbreweries can usually be found for sale only close to the brewery, there is one place where amateur beer lovers and connoisseurs alike can sample much of America's best brew—at the Great American Beer Festival in Denver.

Each year, the Association of Brewers sponsors this event. "The atmosphere is halfway between a wine tasting and Oktoberfest," comments festival director Daniel Bradford.

At the eighth festival, held last October, 6,000 attendees sampled 302 beers from more than 100 breweries—a dramatic increase from the 40 beers tasted by 700 beer lovers only eight years earlier. This popularity reflects what Bradford calls the American beer revolution. "In 1980, there were only 42 breweries," explains Bradford. "Today, there are almost 200 breweries—most of them microbreweries." Fans of beer from these breweries say the tastes are unusual and fresher—because the beer isn't stored and shipped over long distances.

A panel of 13 judges, consisting of brewers and writers active in the industry, made their own determinations. They judged the beers in a blind taste test on two characteristics: accuracy of style (the brewer's adherence to typical characteristics—is the



Alt beer

□ Gold—*Samuel Adams Boston Stock Ale, Boston Beer Co., Boston*

□ Silver—*Sun Valley White Cloud Ale, Sun Valley Brewing Co., Sun Valley, ID*

Cream ale

□ Gold—*Little Kings Cream Ale, Hudepohl-Schoenling Brewing Co., Cincinnati, OH*

□ Silver—*Sun Valley Cream Ale, Sun Valley Brewing Co., Sun Valley, ID*

Wheat beer

□ Gold—*Stoudt's Weizen, Stoudt Brewery, Adamstown, PA*

□ Silver—*Chicago Vice Weizen, Goose Island Brewing Co., Chicago*

□ Bronze—*Marin Weiss, Marin Brewing Co., Larkspur, CA*

Brown ale

□ Gold—*Full Sail Brown Ale, Hood River Brewing Co., Hood River, OR*

□ Silver—*Old Brown Dog Ale, Northampton Brewery, Northampton, MA*

Pale ale

□ Gold—*Sierra Nevada Pale Ale, Sierra Nevada Brewing Co., Chico, CA*

□ Silver—*Post Road Real Ale, Old Marlborough Brewing Co., Marlborough, MA*

□ Bronze—*Mount Tamalpais Ale, Marin Brewing Co., Larkspur, CA*

Blond/golden ale

□ Gold—*Catamount Gold, Catamount Brewing Co., White River Junction, VT*

□ Silver—*Oldenberg Blonde, Oldenberg Brewery, Fort Mitchell, KY*

□ Bronze—*Summit Sparkling Ale, Summit Brewing Co., St. Paul, MN*

Scottish ale

□ Gold—*Sun Valley Holiday Ale, Sun Valley Brewing Co., Sun Valley, ID*

□ Silver—*Blue Whale Ale, Pacific Coast Brewing Co., Oakland, CA*

India pale ale

□ Gold—*Rubicon India Pale Ale, Rubicon Brewing Co., Sacramento, CA*

□ Silver—*Liberty Ale, Anchor Brewing Co., San Francisco, CA*

Fruit beer

□ Gold—*Oldenberg Cherry Lager, Oldenberg Brewery, Fort Mitchell, KY*

Herb beer

□ Gold—*Christmas Ale, Anchor Brewing Co., San Francisco, CA*

□ Silver—*Tri-City Winter Warmer, Tri-City Brewing Co., Kennewick, WA*

Porter

□ Gold—*Tower Dark, Butterfield Brewing Co., Fresno, CA*

□ Silver—*George Washington Porter, Philadelphia Brewing Co., Philadelphia, PA*

□ Bronze—*Anchor Porter, Anchor Brewing Co., San Francisco, CA*

Stout

□ Gold—*San Quentin Breakout Stout, Marin Brewing Co., Larkspur, CA*

□ Silver—*Sierra Nevada Stout, Sierra Nevada Brewing Co., Chico, CA*

□ Bronze—*Rubicon Stout, Rubicon Brewing Co., Sacramento, CA*

Barley wine

□ Gold—*Old Foghorn Barley Wine, Anchor Brewing Co., San Francisco*

□ Silver—*Old Dipsea Barley Wine,*

THEIR CLASS

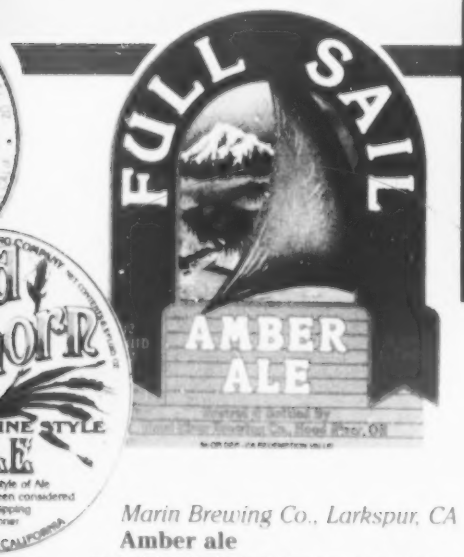
RICAN BEER FESTIVAL

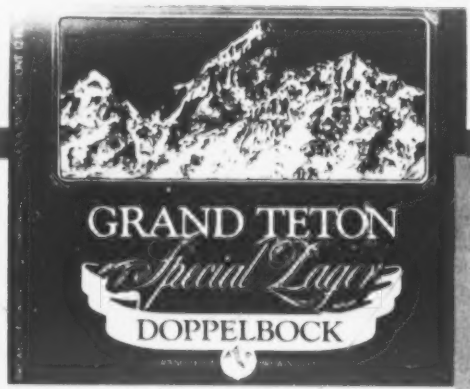
porter dark and well-hopped? Is the pilsener a golden color and dry tasting?) and technical brewing techniques. Festival attendees also voted for their favorite beer in the consumer-preference poll.

Although the brewers get no monetary reward for placing, the winners do receive a medal and enjoy the industry recognition; often they mention the honor in their advertising.

Bradford attributes the revival of microbrewery beers in part to the baby-boomer generation. "The baby-boomers are affluent; they have traveled and tasted good European beers. They are also able and willing to experiment. There are now enough baby-boomers to justify regional markets and specialized products. For instance, there are enough people who will buy stout today, whereas in the '50s there weren't."

Restaurateurs may want to do their own on-premises beer marketing to dovetail with this trend, such as pairing a "white" wheat beer with salad, a Vienna-style lager with a spicy main course, or a porter with a cheese and fruit course. The following list of winners from this year's festival should help with the selection.





Marin Brewing Co., Larkspur, CA

Amber ale

□ Gold—*Full Sail Amber Ale, Hood River Brewing Co., Hood River, OR*

□ Silver—*1989 Autumn Ale, Alaskan Brewing Co., Douglas, AK*

□ Bronze—*Hope Red Rooster Ale, Hope Brewery Corp., Providence, RI*

Bock beer

□ Gold—*Kessler Grand Teton Doppelbock, Montana Beverage Ltd., Helena, MT*

□ Silver—*Old German-Style Bock, Frankenmuth Brewery Inc., Frankenmuth, MI*

□ Bronze—*Dark Horse, Virginia Brewing Co., Virginia Beach, VA*

European amber

□ Gold—*Schildbrau, Millstream Brewing Co., Amana, IA*

□ Silver—*Erin Brew, Cleveland Brewing Co., Cleveland, OH*

□ Bronze—*Wild Boar Special Amber, Georgia Brewing Co., Atlanta, GA*

Vienna/Maerzen/Oktoberfest beer

□ Gold—*Market Street Oktoberfest, Bohannon Brewing Co., Nashville, TN*

□ Silver—*Gartenbrau Octoberfest, Capital Brewery, Middleton, WI*

□ Bronze—*Newman's Albany Amber, William S. Newman Brewing Co., Albany, NY*

European pilsener

□ Gold—*Manhattan Gold Lager, Manhattan Brewing Co., New York*

□ Silver—*D'Agostino Fresh, Manhattan Brewing Co., New York*

□ Bronze—*Saranac 1888, F.X. Matt Brewing Co., Utica, NY*

Muenchner

□ Gold—*Old German Dark, Frankenmuth Brewery Inc., Frankenmuth, MI*

□ Silver—*Helenbock Beer, Friends Brewing Co., Helen, GA*

American pilsener

□ Gold—*Busch, Anheuser-Busch, Inc., St. Louis, MO*

□ Silver—*Miller High Life, Miller Brewing Co., Milwaukee, WI*

□ Bronze—*Budweiser, Anheuser-Busch, Inc., St. Louis, MO*

American light pilsener

□ Gold—*Hudepohl 14-K, Hudepohl-Schoenling Brewing Co., Cincinnati, OH*

□ Silver—*Michelob Light, Anheuser-Busch, Inc., St. Louis, MO*

□ Bronze—*Boston Lightship, Boston Beer Co., Boston, MA*

American premium pilsener

□ Gold—*Coors Extra Gold, Adolph Coors Co., Golden, CO*

□ Silver—*Coors, Adolph Coors Co., Golden, CO*

American premium dark pilsener

□ Gold—*Lowenbrau Dark Special, Miller Brewing Co., Milwaukee, WI*

□ Silver—*Michelob Classic Dark, Anheuser-Busch, Inc., St. Louis, MO*

□ Bronze—*Berghoff Dark, Berghoff-Huber Brewing Co., Monroe, WI*

Dry beer

□ Gold—*Bud Dry, Anheuser-Busch, Inc., St., Louis, MO*

□ Silver—*Diamond Head Dry, Honolulu Brewing Co., Honolulu, HI*

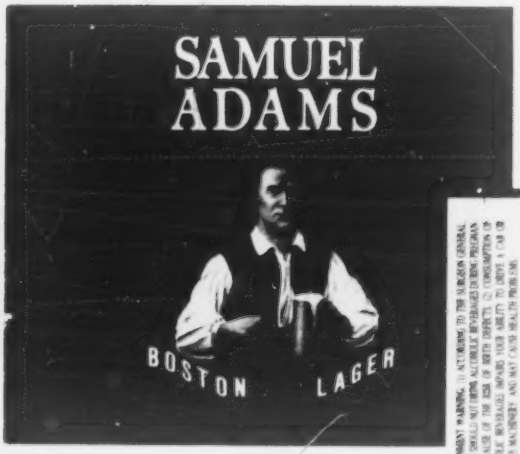
□ Bronze—*Esquire Extra-Dry Beer, Jones Brewing Co., Smithton, PA*

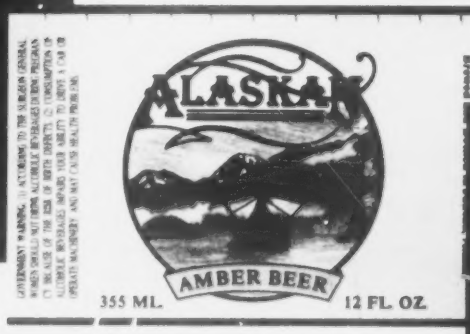
Malt liquor

□ Gold—*St. Ides Premium Malt Liquor, McKenzie River Corp., San Francisco, CA*

□ Silver—*Midnight Dragon Malt Liquor, Hudepohl-Schoenling Brewing, Cincinnati, OH*

□ Bronze—*King Cobra, Anheuser-Busch, Inc., St. Louis, MO*





Consumer-preference poll

1. Samuel Adams Boston Lager, Boston Beer Co., Boston, MA

2. Pete's Wicked Ale, Pete's Brewing Co., Palo Alto, CA

3. Telluride Beer, Telluride Brewing Co., Telluride, CO

4. Erin Brew, Cleveland Brewing Co., Cleveland, OH

5. Wild Boar Special Amber, Georgia Brewing Co., Atlanta, GA

6. Pecan St. Lager Beer, Old City Brewing Co., Austin, TX

7. Alaskan Amber Beer, Alaskan Brewing and Bottling Co., Juneau, AK

8. Oldenberg Blonde, Oldenberg Brewery, Ft. Mitchell, KY

9. Raspberry Ale, Marin Brewing Co., Larkspur, CA

10. Vail Ale, Vail Brewery Co., Vail, CO

Editor's note: Some of these beers are only available regionally. For more information, contact the Association of Brewers, Box 287, Boulder, CO 80306; (303) 447-0816. ❑

No-buzz brew

The nonalcoholic beer market may be small—less than one-half of one percent of American beer sales—but it is growing. And now that the nation's two largest beer companies are getting into the business, things might really start brewing.

Most industry analysts are skeptical about nonalcoholic brew's chances of ever making great inroads into the country's huge beer market—but many people also laughed at light beer in the early 1970s. Today, light beers account for 26 percent of industry sales. This figure, combined with the nationwide movement toward lighter foods and away from alcohol consumption, induced Anheuser-Busch Inc. to introduce O'Doul's Non-Alcoholic Brew and the Miller Brewing Company to roll out Sharp's. The advertising punch packed by these two giants is bound to win some new converts.

O'Douls and Sharp's join a growing assortment of imported and domestic nonalcoholic brews, several of which taste as full-flavored as conventional beer. The variety of available nonalcoholic brews makes it possible for operators to experiment with nonalcoholic tastings or promotions that involve pairing foods and nonalcoholic beers, such as Clausthaler with bratwurst, Kaliber with Irish stew or Texas Light with chili and barbecue.

Although the nonalcoholic-beer market may remain little more than a niche for several years, the savvy restaurateur will stock at least one or two brands. Businesspeople at lunch, designated drivers and those who simply prefer to stay sober appreciate the presence of a nonalcoholic brew on the menu. The opportunity to please these customers and—more important—to position an operation as socially responsible are good enough reasons to clear a little space in the beer cooler.

WHAT MAKES A BARTENDER GREAT?

by Carolyn Hughes Crowley

Look behind your bar. Does your bartender have the skills and personality that keep customers coming back? If so, put his or her face on the silhouette and thank your lucky stars.

The estimated 367,500 bartenders working in the country's 147,000 full-service bars have jobs that require much more than mixing drinks. To their customers they are also psychiatrists, priests, doctors and marriage counselors, as well as authorities on sports, current events and trivia. Knowledge, skill and personality can make or break a bar and can be the difference between a great bartender and a forgettable one.

Billy ("Ramrod") Reilly, a bartender at Rick Walker's Scoreboard in Fairfax, Virginia, is an example of a great bartender—*Bartender Magazine* named him to its Bartender Hall of Fame in 1988. "Personality in bartending is 100 percent of the game," Reilly believes.

Bartenders set the mood for the entire bar; and no matter what personal turmoil they may be experiencing, the attitude they show to their customers must be a positive one, says Kathy Cheri, director of Washington DC's Professional Bartending School. "If your husband walks out on you, you must get behind the bar and smile. You block out your personal life. The customers want you to be happy, showing feelings of let's dance, let's party. If a bartender is negative, everyone will be negative."

Carolyn Hughes Crowley is a freelance writer in Washington DC.

How to be better than good

Reilly and Cheri (who has had 11 years of bartending experience) and other experienced bartenders across the country share some tips on what they think makes a bartender great.

To begin with, Cheri tells her pupils, the bartender must be alert, acknowledging all customers within 30 seconds of their arrival. "Customers will happily wait forever, as long as the bartender has acknowledged them," she says.

Bartenders should accommodate themselves to what customers want them to be. "I keep a friendly face. If I make customers smile once, I'm doing my job. People come to me for R&R," says Robert Beck, a University of Florida graduate in public relations and a bartender at America's Bar in Chicago. "I have to pay attention to detail and read my customers," he adds. "Are they having a good time? Or should I leave them alone, if they want to do some thinking?"

Getting along with people is essential. Cheri gives advice on how to deal with customers of all types—whether they are "prim and proper executives or rowdy joke-tellers. Bartenders should listen and sympathize, but not give advice or personal opinions on anything," she says. "They should ask the customer how he thinks the problem should be handled, and then give a shoulder to cry on. Customers come up with the answers and give the bartender all the credit—even though he only listened. If the bartender were to give the wrong advice, who would take the blame? He would. So unless he has a degree in psychology, he should keep his mouth shut and his ears open."

At New York City's elegant Ritz Carlton Hotel, whose Jockey Club bar seats 15 people, bartender Norman Bukofzer, who's been at his business for 15 years, advises the men and women in his profession not to argue with customers. "They can avoid squabbles by never discussing politics, religion or customers' home lives—too personal." Cheri says bartenders should tell customers they don't know enough about the subject to give an educated opinion.

If a customer insists on discussing a controversial topic, a bartender doesn't have to go along. Bukofzer says, "You need two people to argue; and if you don't argue, it stops them cold, because they're fighting with themselves." He recommends sports as a good conversation topic. Other good subjects might include horoscopes, current movies, records, songs, TV shows and the alcoholic products the bartenders are selling.

Bukofzer also emphasizes that bartenders should have a good memory. "Remember where customers come from; their names—but you can't be too familiar with them; their work—but only if they bring it up; and what they drink. They should know they always have a friend here with us."

And no dating customers or socializing with them at the bar during time off. "Those three feet of wood between him and the customers give the bartender a psychological distance as well as a physical distance. If the bartender doesn't maintain that distance, customers may think he or she is a friend and ask for free drinks," says Cheri.

The business of pouring and mixing

The people part of bartending is important, but so is the business of pouring and mixing. It requires speed, agility, timing and accuracy. Stanley Travers, at Boston's Bull and Finch Club, pours three to 14 drinks at a time in a minute. "I can fill seven beer mugs at one time without stopping by using conservation of motion. Also I pour vodka in all the glasses at one time instead of lifting the vodka each time," says Travers, an Emerson College graduate in political and legal communications. Charlie Chop, a bartender for 35 years who now works at the four-star Marquis West in Santa Monica, California, has speed down to an even greater skill. He pours his drinks in this order: straight shots, highballs, mixed drinks, shake drinks and hot drinks. "I can make some drinks in five to 10 seconds," he boasts.

Cheri also emphasizes the importance of neatness. "Subconsciously, neatness registers in customers' minds when it's time for tips and return business," she says.

No drinking on the job, Cheri warns. Drinking on the job leads to immediate dismissal at many establishments. No matter now well an alcohol server can hold his drinks, he will become confused when handling money and customers, she says. Forty to 50 percent of bartenders don't drink at all.

Honesty, promptness and reliability are other qualities a great bartender must have. "Turnover at bars is outrageously high due to dismissals because of theft, giving away drinks to friends and overpouring. If the base limit is one ounce, and the bartender pours 1½ ounces, that adds up to 30 ounces after 60 drinks; and that's a bottle that's been given away," Cheri points out.

Cheryl Burrow, at Key West, Florida's Dockside Bar, believes high-quality bartenders should have a good sense of humor, "because you never know what's going to happen next."

Stanley Travers of Boston's Bull and Finch Club uses "conservation of motion" to pour three to 14 drinks per minute.

She recently worked at her outside bar, which serves 800 people a day, "looking like a drowned rat," because a tropical storm with 50-knot winds had drenched her and her clothes.

Ray Foley, editor and publisher of *Bartender Magazine*, would add ability to entertain and stamina to the list of bartenders' must-have traits. Bartenders walk two to three miles during an eight-hour shift, he notes, and may lift heavy kegs of beer or cases of beverages.

Women behind the bar

For women bartenders, handling the advances of male customers can be more of a problem than handling the kegs of beer. "Women bartenders learn to be tough, because guys can be brash, rude and crude," says Ann Shell, a bartender at Atlanta's Whisker's Tavern, a 1950s-style roadhouse with a beach, bar and grill. Shell, who earned an English degree from Tennessee's Covenant College and "moved up the hierarchy from cocktail waitress," handles the men with humor. "I tell them I've got an awfully big boyfriend. Do you wanna meet him?"

But although her personal life is off limits, Shell talks to her customers about sports or mergers and telecommunications.

Men who call Patricia Morgan "Baby" are quickly put in their place. She is a bartender at Pat O'Brien's in New Orleans' French Quarter; they say they sell more alcohol there by volume than anywhere else in the world. "I tell them I don't want to be called 'Baby.' My name is Patricia, and that's what I want be to called."

Making money and giving it away

Good bartending skills pay off in tips. Bartenders are paid anywhere from minimum wage to $10 an hour. The average starting salary is $4.50 an hour. "Tips depend solely on your attitude behind the bar," Cheri emphasizes. Billy Reilly, at age 26, is earning $40,000 a year.

Reilly believes in raising money as well as making money. To raise $11,000 for multiple sclerosis, he surpassed his 1988 *Guiness Book* record for longest continuing hours bartending; he tended bar for 240 consecutive hours—or 10 days straight. Reilly also won the National Multiple Sclerosis Society's Ugliest Bartender Contest, a four-week event during which patrons vote for their favorite bartender by donating 25 cents per vote to the National MS Society. It is more popularly know as the U.G.L.Y. contest, an acronym for "understanding, generous, loving you." "We should give back to the community, because we are part of the community," Reilly says. Bartenders have raised more for the National Multiple Sclerosis Society than any other profession—$27 million. ❑

Tending bar in an age of alcohol awareness

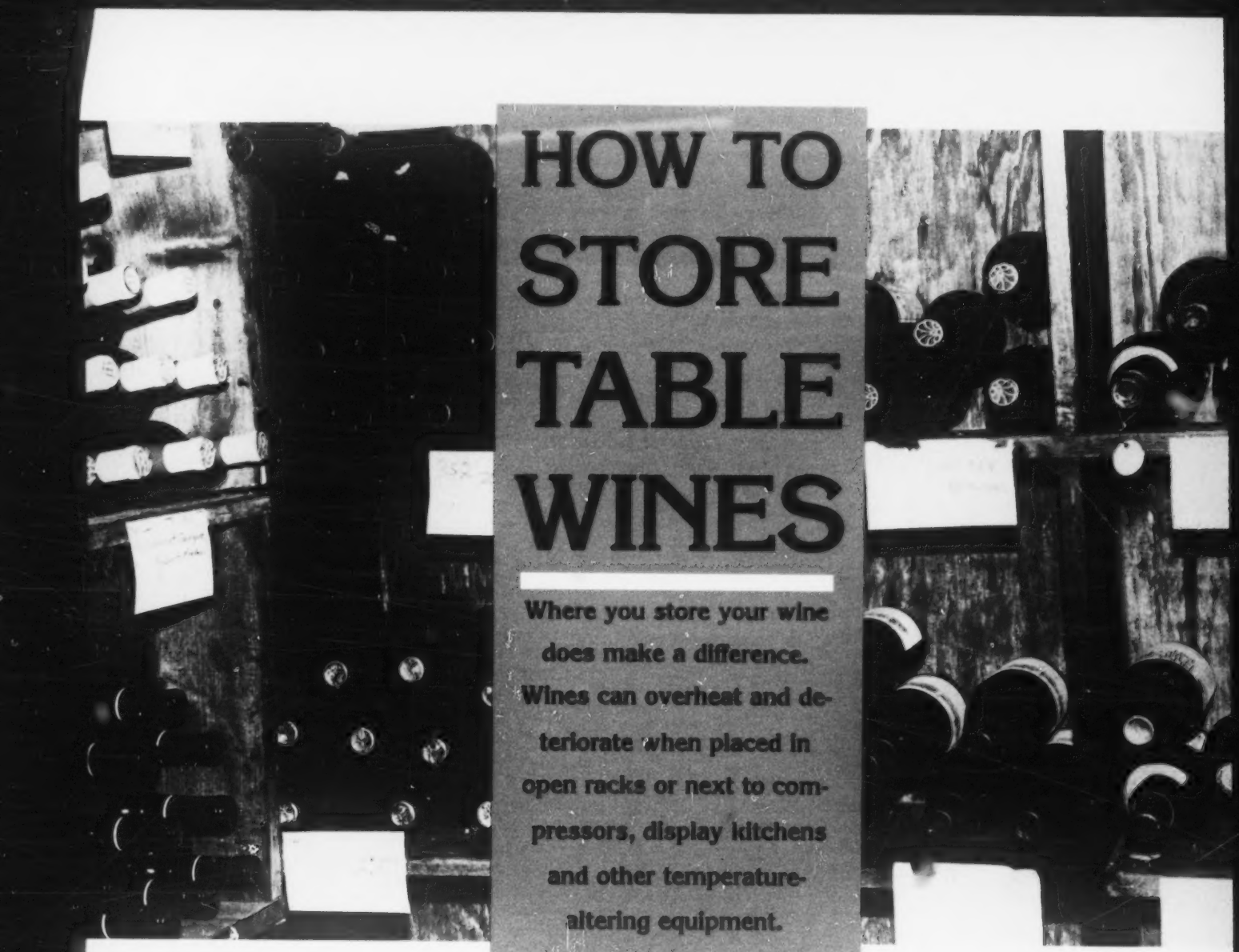
In this age of increased alcohol awareness, bartenders must play their part. In all 50 states it is against the law to serve an alcoholic drink to an intoxicated person—someone whose blood-alcohol level usually registers above .10 percent. An increase in state laws and court decisions that hold bars and bartenders liable for auto crashes, deaths, injuries or damages caused by intoxicated patrons is sending more liquor servers to take courses that emphasize limiting drinks before a customer has too much. The country now offers 200 server-training programs, up from about six in 1982.

Thus dealing with customers who've had too much to drink is one more skill bartenders must possess—perhaps the most important skill. Nationwide more than 150,000 people have passed the Training for Intervention Procedures by Servers of Alcohol program (TIPS). It is a six-hour skills-training program to prevent alcohol abuse in alcohol-selling establishments. It consists of a combination of videotaped vignettes and leader-facilitated discussions. Bartenders learn the cues that show a customer is headed for, or already arrived at, a drunken state and how to respond. As TIPS instructor Andrew Goldstein tells his students, "The law says your reasonable efforts to prevent a patron from becoming legally intoxicated can protect you from being drawn into court. It's your responsibility to the patron to get him home safely. Reasonable efforts," he said, "include cutting off a person's drinks, calling a taxi for him, and as a last resort, calling the police."

Judging whether someone is intoxicated is not always a simple matter, says the National Restaurant Association in material it has prepared for The American Driver and Traffic Safety Education Association. The number of drinks and the rate of consumption is part of it, but there are other variables involved. Intoxication is measured in terms of percentage of alcohol to total blood in a person's body. In most states .10 percent—or one-tenth of one percent—is considered legal intoxication. Thus, one drink could make a smaller person—5 feet 2 inches and 100 pounds—legally drunk. That same drink would have less effect on a person who is 6 feet 2 inches and 180 pounds.

Conditions other than size influence the effect of alcohol. It will have a stronger impact on an empty stomach than on a full one. Eating protein and fatty foods—chicken wings, hard boiled eggs or cheese—just before or while drinking will slow down intoxication. On the other hand, coffee or cold showers after the damage is done will have no sobering effect.

Fatigue, depression and certain medicines all seem to increase the effects of alcohol. Another factor is experience. People who have drunk moderately for years will be less affected by alcohol than an inexperienced drinker.



HOW TO STORE TABLE WINES

Where you store your wine does make a difference. Wines can overheat and deteriorate when placed in open racks or next to compressors, display kitchens and other temperature-altering equipment.

by Brian K. Julyan, MS, FHCIMA, LCG

The kind of grape, what the soil is like, what the climate is, where the vineyard is located, how the vines are cultivated and pruned and just plain luck combine to produce the wine that goes into the bottle. But it is what happens after the wine is bottled that finally shapes the quality and character of the wine.

Several things can go wrong after a wine is bottled, but the single most important factor is how the wine is stored.

Before buying, find out how wine was stored

Care and attention for a wine commence with its purchase. This care and attention is particularly imperative for higher-quality wines, not only because of the cost involved, which is often considerable, but also because higher-quality wines are frequently purchased after the wine has acquired some bottle age. It is therefore a sensible precaution to inquire into the bottle history before buying—particularly when buying at an auction. Poor storage or careless transportation could well cause what appeared at first sight to be a bargain to prove in years to come a disappointment and a bad investment.

For example, some ports and Bordeaux and Burgundy wines travel the world, going from auction to auction, sometimes resting in a private store before being offered for sale at yet another auction. The wine may be transported in conditions that are not temperature controlled, be left on the quayside in hot weather or stored temporarily in an unsuitable warehouse. Any of these things could cause irreparable damage to the wine—damage not apparent to a prospective buyer, unless tasting is possible prior to purchase. That is why a wine served in one establishment may be superior to the same wine of identical vintage served in another.

Storing after purchase

Once the acquisition has been made—assuming the wine was in good condition at the time of purchase—it is important to keep the wine in the best environment possible.

It's not absolutely necessary to store the wine below ground, but above-ground storage generally requires a temperature-control system.

Cooler and darker stores are recommended because they cause the maturation process to be slower—a slow maturation keeps good-quality wines longer and generally produces the best results. A slower maturation also keeps wine at its peak for an extended period, offering a longer time span for full drinking enjoyment.

Whether the storage is above ground or below, the temperature should be constant, with only minor fluctuations—from 11° to 13° C. (52° to 56° F.). White, rose and sparkling wines ready for service should be kept at 10° C. (50° F.) and red wines at approximately 18° C. (65° F.). These temperatures allow for small adjustments just prior to service. Some wines, such as sparkling wines, are best served slightly cooler, and some red wines require a slightly warmer service temperature.

In addition to an even temperature, the ideal wine store will be secure, with easy and safe access. It will have little or no natural light, no drafts, no vibration; and it will be clean and hygienic, with no unpleasant or strong smells. Contrary to some thinking, dampness will not affect the wine adversely and will, in fact, help to prolong its life because it keeps the top of the cork moist. Dampness will, however, cause the label to collect mold and peel off, thus spoiling the bottle for future auction sale and presentation. To counteract this problem, a light clear varnish painted over the label will help protect it. This, of course, is why vintage ports have all information branded on their corks and often have no label at all.

The cellar should be monitored frequently to ensure that there are no problems. A wary eye should be kept out for signs of the cork weevil, which may have been present when the wine was bought. Small piles of very fine cork under the neck of a bottle are a sign that the weevil has been at work. Any wine thus affected should be inspected to see whether the weevil has penetrated through the cork to the wine. If it has, the bottle should be removed and used immediately, after making sure that the wine is in good condition. The rest of the bottles should be treated by coating all the tops of the capsules with either a sulfur preparation or a proprietary bug killer.

All wines sealed with a cork must be stored on their sides, with the label uppermost for easy reading. Vertical storage will cause the cork to dry and shrink, allowing air to come into contact with the wine and spoil it.

If the bottles are in wooden cases, it is probably best to leave them there, after making sure that the bottles on the inside are on their sides to protect them against temperature variation and light. For quantities of less than a dozen, racking will permit a simple method of cataloging each bottle. For large quantities, binning is often more appropriate. Whichever method is used, each new purchase should be entered into a cellar book, recording from whom and where it was purchased and its cost.

Why good storage is important

The wrong temperature, too much light or a dried-out cork will either spoil the wine completely or take away some of its quality.

Too much heat will age the wine prematurely and could cause it to maderise—displaying a cooked/toffee-like flavor. When the maturation process is unbalanced, the wine is out of condition and not fit to drink. A maderised wine will lose its fruitiness, liveliness and much of its color. Red wines will start to brown, whereas white wines darken in color.

Less severe heat can cause the wine to color-age without losing all of its other qualities; the wine will be drinkable, but the storage span will be reduced. This fault can be caused by protracted open storage in the restaurant area itself.

Warm (not hot) storage can assist wine to become ready for drinking earlier, but the wine will lack some of the finesse and subtleties of flavor that would evolve if the wine were stored correctly.

Wine affected by light and/or a dried-out cork will oxidize. The wine takes on a woody, toffee, sherry-like nose and flavor, coupled with a change of color—as in maderisation. This can also be caused by lengthy storage in the restaurant or in upright storage. Light is probably the most serious enemy of champagne and sparkling wine, causing the bubbles to disappear, the color to darken and the flavor to taste oxidized. This is the main reason why most champagnes are bottled in dark green bottles.

Because the cork is porous, any unpleasant smell in the cellar will affect the wine. Dirt and poor hygiene attract vermin and insects, both of which can adversely affect the bottle.

Serve wine at its prime

Even if the wine is in good condition when cellared and the storage conditions of the cellar are perfect, it is still possible to spoil the wine by keeping it either too long—past its prime—or not long enough—before it has realized its full potential. The progress of reasonable-sized quantities of the same wine can be monitored by periodic testing.

In conclusion

The most sensible advice to follow to ensure good-quality wines is:

- □ Buy from a reputable wine merchant
- □ Never buy from one who displays full bottles of wine in the window, allowing the sunlight and temperature of the shop to destroy the quality of the wine
- □ Be very careful and selective at auctions, tasting before buying whenever possible
- □ Carefully select the site for your cellar and provide the ideal conditions
- □ Store wines and ports on their sides; store sherries and spirits upright, unless the sherry is sealed with a cork
- □ If you can't provide a cellar, buy a small pre-built wine-storage system. These can be bought for the price of a couple of cases of good-quality wine.

Be kind to your wine, and it will repay you many times over. ❑

Brian Julyan is secretary of The Court of Master Sommeliers World-Wide. He and other officers of the Court will be in Monterey just prior to the Monterey Wine Festival to conduct the Sommelier Certification Course and Examination, the first in a series of rigorous exams leading to the master-sommelier designation. They will also conduct the Master Sommelier Diploma Examination—the final step before an individual can receive the coveted title.

SELLING WINE

With wine displacing distilled spirits as the beverage of choice in a growing number of restaurants, the emphasis on the merchandising and promotion of wine will continue to increase. Presenting the customer with an easy-to-read wine list is one simple, inexpensive way to ensure more wine sales for your restaurant.

THE EASY WAY

by Bill Main

In cafes and coffee shops, white-tablecloth and fine-dining establishments in all parts of the country, enjoying wine with food has become an accepted social custom. Yet, for the average restaurant patron, choosing an appropriate wine from the wine list can be a confusing and often an intimidating experience. Many diners simply don't have the experience to distingush between a Chardonnay and a Sauvignon Blanc, or a Zinfandel and a Pinot Noir.

As a result, many restaurant patrons, confused by the array of wine choices, must rely on the knowledge and expertise of their waiter or waitress, or they fall back on a wine with a nationally recognized label, such as Mondavi, Inglenook, Gallo, Sebastiani or Wente. Although it's true that diners who order a product of these better-known wineries are likely to end up with a wine of quality, they will have overlooked the many fine wines from the smaller "boutique" wineries. Familiarity is no guarantee that the wine selected will offer a fair and reasonable price/value or be the best choice to complement the food selected.

The old adage of "white wine with fish, red wine with meat" doesn't help either. The wine industry has long advocated ordering wine on the basis of taste, not color. Today's consumers want a wine that will enhance the food they have ordered, not one that conforms to an antiquated rule.

A simple wine list

One way to help customers feel more comfortable ordering wines is to arrange the wine list in a nonintimidating manner. A particularly effective layout technique is to arrange white wines in order of driest to sweetest, red wines in order of lightest to full-bodied.

This approach to wine listing has many advantages. Perhaps most important, it makes the wine list easily understood by everyone. Most restaurant guests know their taste preference in wines in the same way they know whether they prefer their steak cooked medium rare or well done.

This simple wine-listing technique also makes it easier for guests to pair certain food items with the appropriate wines. It allows diners to customize the meal themselves without relying on waiters or waitresses who have had to memorize the characteristics of each wine on the list. Moreover, your servers, who may have been afraid to recommend wines because of their own limited knowledge, will suddenly gain a renewed interest in suggestively selling wine. And you may find that arranging your wine list in this way causes you to rethink your offerings so that you have the right balance of wine flavors to complement various food items offered on your menu.

An all-win proposition

The way a wine list is written can help the nonconnoisseur make a knowledgeable choice of what to drink with a meal. The simple techniques described in this article will help you present your wines in an easy-to-read, understandable and nonintimidating manner. It is an all-win proposition, at virtually no extra cost to your restaurant. ❑

Bill Main is co-owner of The Shore Bird restaurant in Half Moon Bay, California, a foodservice industry consultant and an instructor for the Educational Foundation of the National Restaurant Association.

P

TEA A

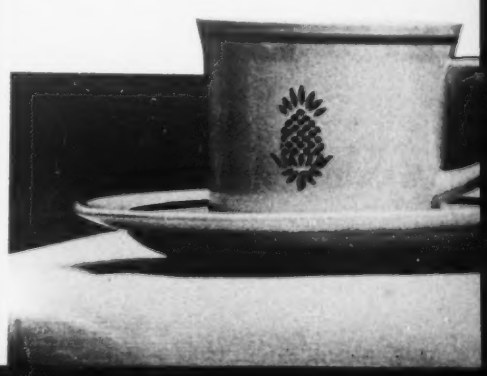
Coffee and tea lag behind soft drinks as the beverage of choice for those eating out. But that's no reason for a restaurateur to neglect promoting them. The Tea Council of the U.S.A., in New York City, estimates tea costs foodservice operators between two and four cents a serving. Coffee is a bargain, too. Even gourmet coffees, selling for about $7.50 a pound, actually cost only about 10 cents a cup.

Coffee sales haven't exactly been bubbling along the past 25 years. Although the 52.5 percent who said they drank coffee in 1989 is up slightly from the 50 percent who drank it in 1988, that's still a long way from the peak year of 1962, when 75 percent of the American population said they were coffee drinkers. Away-from-home consumption has declined accordingly. Between 1980 and 1987, both the volume of coffee sold plus coffee orders declined by approximately 19 percent.

Decaf and specialty coffees rising in favor

The good news for the coffee industry is that decaffeinated coffee and specialty gourmet coffees are increasing in popularity. Sales of decaffeinated coffee increased fourfold between 1962 and 1989.

The popularity of decaffeinated coffee can be attributed to health concerns; that evidence suggested too much caffeine could hurt the heart. But undoubtedly decaffeinated coffee is also popular with people who think caffeine interferes with a good night's sleep. At Philadelphia's Rittenhouse Hotel, general manager Paul Seligson has found that many patrons of the hotel's restaurants won't



RKING UP
ND COFFEE SALES

touch caffeinated coffee from the noon hour on. Sales for regular and decaffeinated coffee run 50-50 at the hotel's restaurants, he says.

Gone are the days when diners opting for decaffeinated had to settle for an insipid-tasting instant coffee. Most restaurants now serve brewed decaffeinated coffee, and even many of the gourmet brands, including roasts used for espresso and cappuccino, are available in a decaffeinated version.

Gourmet coffee sales are also up—a hefty 20 percent over the past five years. Flavored coffees, like almond or chocolate, are popular, too—often taking the place of a high-calorie dessert. The specialty coffees may be more expensive than the ordinary kind, but Americans looking for new taste sensations are apparently willing to pay the price.

Many restaurants have their own special blend of coffee and have become as known for their roast as their food. Some restaurants, like the White Castles and Dunkin' Donuts, carry it even further by packaging their own brand for customers to buy and take home.

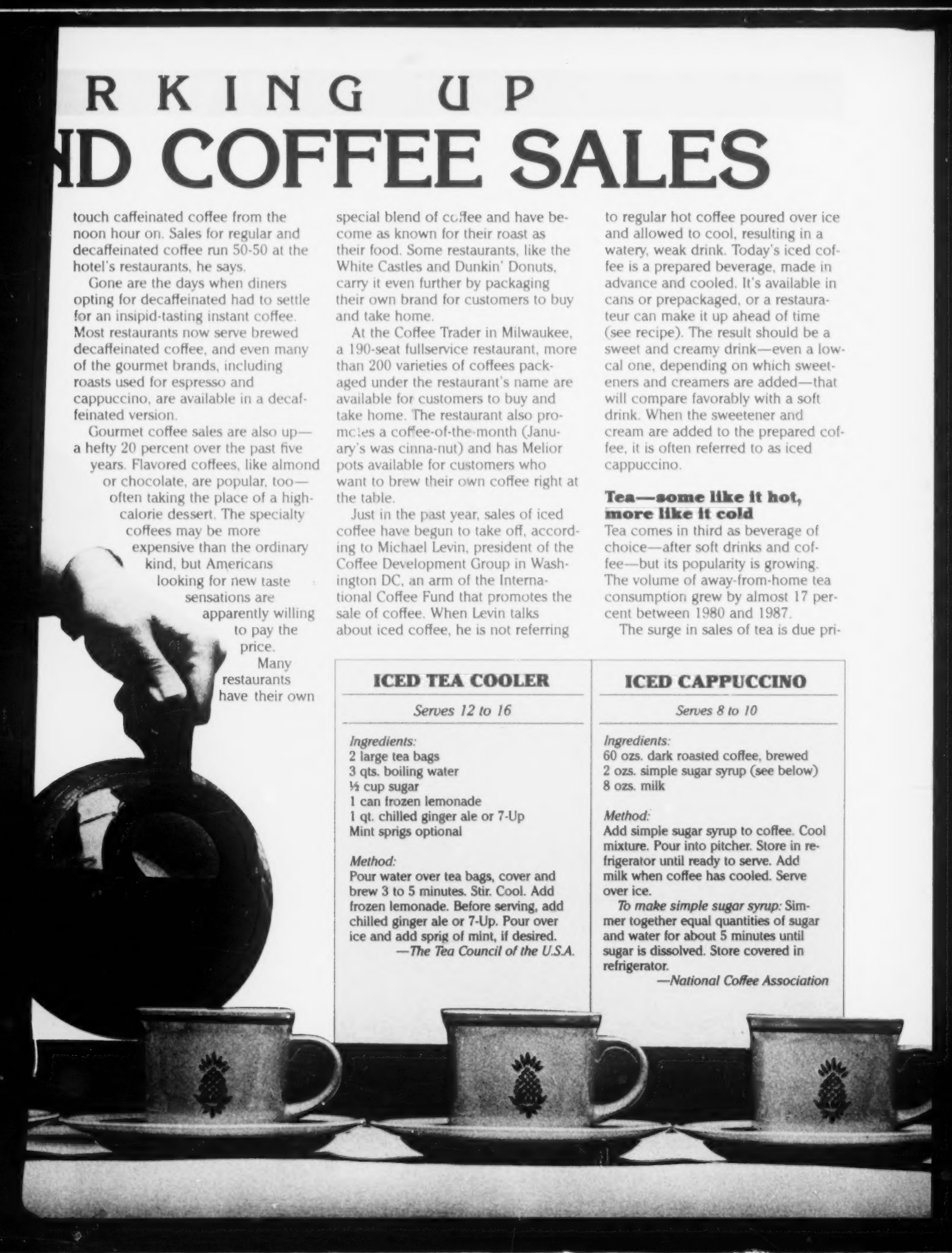
At the Coffee Trader in Milwaukee, a 190-seat fullservice restaurant, more than 200 varieties of coffees packaged under the restaurant's name are available for customers to buy and take home. The restaurant also promotes a coffee-of-the-month (January's was cinna-nut) and has Melior pots available for customers who want to brew their own coffee right at the table.

Just in the past year, sales of iced coffee have begun to take off, according to Michael Levin, president of the Coffee Development Group in Washington DC, an arm of the International Coffee Fund that promotes the sale of coffee. When Levin talks about iced coffee, he is not referring to regular hot coffee poured over ice and allowed to cool, resulting in a watery, weak drink. Today's iced coffee is a prepared beverage, made in advance and cooled. It's available in cans or prepackaged, or a restaurateur can make it up ahead of time (see recipe). The result should be a sweet and creamy drink—even a low-cal one, depending on which sweeteners and creamers are added—that will compare favorably with a soft drink. When the sweetener and cream are added to the prepared coffee, it is often referred to as iced cappuccino.

Tea—some like it hot, more like it cold

Tea comes in third as beverage of choice—after soft drinks and coffee—but its popularity is growing. The volume of away-from-home tea consumption grew by almost 17 percent between 1980 and 1987.

The surge in sales of tea is due pri-



ICED TEA COOLER

Serves 12 to 16

Ingredients:
2 large tea bags
3 qts. boiling water
½ cup sugar
1 can frozen lemonade
1 qt. chilled ginger ale or 7-Up
Mint sprigs optional

Method:
Pour water over tea bags, cover and brew 3 to 5 minutes. Stir. Cool. Add frozen lemonade. Before serving, add chilled ginger ale or 7-Up. Pour over ice and add sprig of mint, if desired.

—The Tea Council of the U.S.A.

ICED CAPPUCCINO

Serves 8 to 10

Ingredients:
60 ozs. dark roasted coffee, brewed
2 ozs. simple sugar syrup (see below)
8 ozs. milk

Method:
Add simple sugar syrup to coffee. Cool mixture. Pour into pitcher. Store in refrigerator until ready to serve. Add milk when coffee has cooled. Serve over ice.

To make simple sugar syrup: Simmer together equal quantities of sugar and water for about 5 minutes until sugar is dissolved. Store covered in refrigerator.

—National Coffee Association

marily to the growing popularity of iced tea. Don Wiederecht, executive director of the Tea Council of the U.S.A., reports that 80 percent of tea sold is used to make iced tea. He views iced tea as competition for other cold drinks like soft drinks or even beer. Iced tea should have a competitive edge, though, because it has no calories (unless the drinker loads it with sugar) and costs less than soft drinks. Wiederecht sees no reason why iced tea shouldn't be as popular in winter as it is in summer; after all, soft drinks are drunk in cold weather as well as warm. Fruity teas are especially popular iced. Some operators are adding flavor to iced tea by brewing a bag or two of herbal or flavored teas with their regular variety.

Tea, like coffee, is being offered by more and more restaurants in a variety of flavors, not only the better known black and green teas, but also herbal teas and flavored teas, like the popular orange-cinnamon. Many varieties of tea are also available in decaffeinated form, and it is becoming more common for restaurateurs to offer their customers a selection.

Teatime gaining fans

Tableservice restaurants sell more coffee and tea than fast food restaurants, and one way many tableservice establishments are promoting tea is with an English-style afternoon tea. For example, Sarabeth's in New York City has just added a traditional tea in its newly expanded branch on the Upper East Side. But the practice is most often catching on in upscale hotels, which are finding it gives their hotel an international feel and draws in people—hotel guests and locals—at what would otherwise be a dead time.

In Philadelphia, the Rittenhouse Hotel serves afternoon tea from 2:30 to 5:00, seven days a week, in the Cassatt Lounge just off the lobby. On nice days patrons can take tea in the garden outside the lounge. The Rittenhouse offers 10 kinds of commercial tea plus six teas packaged under its own name. Coffee, espresso, cappuccino and a selection of ports and sherries are also available. For $9.25 a customer can enjoy a pot of tea; an assortment of delicate sandwiches; scones with cream, jam and lemon curd; cookies; tea cakes and fruit tartlettes. Items are also available a la carte. A piano player provides soothing background music. General manager Paul Seligson says the Rittenhouse teatime averages 50 people on quiet days, 75 on busy days, with an average check of $4.57.

Some American men are discovering that afternoon tea is a nice alternative to cocktails, finding it a quieter and more relaxed environment for doing business. But women still make up the majority of customers.

Caterers, too, can offer afternoon tea. The Park Hyatt in Chicago has had success with its Tea to Go service for up to 10 people. For $17.50 per person, the hotel food and beverage staff will prepare and deliver a selection to homes and offices of three teas, finger sandwiches, miniature pastries, scones with Devonshire cream and a Parisian torte—layers of ham, Swiss cheese, egg, spinach and roasted green pepper baked in a pastry puff. Setup and takedown are included, and the display is striking with its white linens, china and china teapot. For an additional $50, a butler will stay and serve. The hotel uses a checklist to make sure it has everything—from paper doilies to butter knives.

When planning an afternoon tea, it is common to accompany a pot of tea with two to four types of sandwiches (delicate bite-sized triangular or finger-sized offerings with no crust and filled with such items as watercress and cream cheese, salmon, smoked trout, cucumber and cream cheese, egg salad and roast beef), a scone or two with cream, and a sweet treat that could include pastries, petits fours, tarts or fruit breads. The items can be served individually, on platters or with tiered serving pieces.

Boosting coffee or tea sales

One way to boost coffee and tea sales is to offer several kinds of gourmet or flavored coffees or teas in addition to a house brand. People who drink beverages are looking for quality. When expanding your selection, it's important to train servers so they can tell customers what kind of taste to expect, or better yet print an after-dinner beverage menu that includes descriptions. For example, you can say that Darjeeling tea has "a rich Muscatel flavor" or that jasmine tea has "a flowery, pungent bouquet."

Regular coffee can be upgraded and made to taste richer and more full-bodied by increasing the amount of coffee grounds per serving. Coffee should not be held for more than an hour. Dunkin' Donuts has built a loyal coffee following by brewing a fresh pot every 18 minutes. Another proven marketing technique is the bottomless cup of coffee, where one price include limitless refills. Tea customers appreciate this, too.

The espresso machine, prominently displayed, has become an effective marketing device for coffee sales.

To build tea sales, display the selections in baskets, tins or boxes or on a cart. Serve teas in a two-cup teapot with boiling—not tepid—water. And offer milk and sugar as well as lemon on the side. If you use loose tea, be sure to tell your customers how long the tea needs to brew.

These extra touches can go a long way toward highlighting the quality of the meal the customers have enjoyed, leaving a positive lasting impression that will bring patrons back. ❑

#104

Bosstalk

Over the years I've noticed that employees pay very close attention to what is being said when the boss talks. I've also noticed that most bosses weigh their words carefully most of the time because they realize that employees hang on their words and often read things into what is, and what is not, said. In fact, the more delicate the situation, the greater the care required in choosing the "right" words. This has given rise to a new "language" that I call "bosstalk." Here are some examples, with the meaning in parentheses.

1. How are you getting along? (*If you're not getting along well, work it out yourself.*)

2. Let's see now; you've been here some time. Where do you see yourself going in the future? (*Bring your resume up to date.*)

3. In my humble opinion . . . (*It's not really humble, so you better listen closely.*)

4. How are you coming on that project? (*I've been expecting a report. Now snap to it.*)

5. Did you hire the person you wanted? (*The new employee better be a good fit, or you're in big trouble.*)

6. Do we have a press opportunity here? (*Schedule a press conference and write me the greatest speech of your life.*)

7. We're going to be changing direction. While the organization is my primary concern, I am sensitive to the impact of change on people. (*We've eliminated your job. Clean out your desk.*)

8. I have every confidence in you. (*This is your last chance.*)

9. It's your decision; just keep me informed. (*You better make the right decision, because I don't want to hear about it again.*)

10. You don't need me for that, do you? (*Whatever it takes, get me out of it.*)

11. I want to speak to you as a friend. (*As your boss, I'm about to lower the boom.*)

12. I am concerned that our costs are getting out of control. (*We're going to mandate a hiring freeze and slash the travel budget.*)

13. I think a review of our advertising strategy is in order. (*Terminate the current agency.*)

14. It is an exceedingly competitive business environment. (*Don't spend the bonus you hoped for, because it won't be there.*)

15. I came across an idea I'd like you to consider. (*I had a stroke of genius, and you better implement it as fast as you can.*)

16. I'd like to have this retyped; I made some changes. (*I found a few typos.*)

17. Do you believe the assumptions you made in your business plan to be sound? (*What Ouija board did you use?*)

18. I presume it's safe to say the auditors will not find anything of consequence. (*If the auditors find anything at all, I am going to tell them that you did it without authorization.*)

19. Are we taking advantage of all the discounts we are entitled to on our purchases? (*Take the discounts even though the time period has expired.*)

20. You have unlimited potential for advancement in this organization. (*Do what you're told, and you'll move along at the regular pace.*)

21. I don't need to be in the picture, do I? (*I want to be in the front row center.*)

22. I think this place needs a little sprucing up. (*This place is a mess. When was the last time anyone cleaned it?*)

23. From my perspective, there's been a little letdown in your performance recently. Is anything bothering you? (*You're hanging by a thread. Get your act together or get out.*)

24. What did the research study show? (*This better be good news, or I'll decimate your budget.*)

25. I really think this organization needs a higher public profile. (*Line up as many media interviews as you can and tell the ad agency to feature me in the spots they create.*)

26. I want to convey this to you as clearly as I can so there is no misunderstanding. (*You'd better believe this is serious; I've scripted it carefully in my mind and checked it out with lawyers.*)

27. Let me have some feedback. What can I do better to help you? (*I've given you all the help I can, so don't ask for much.*)

28. I will not tolerate departmental conflict solely based on personalities and egos. (*I don't mind creative conflict over objectives, strategies or resources—just don't get personal.*)

29. How's the family? (*I don't want an in-depth response; I just asked the question to be cordial.*)

30. I appreciate all the hard work you put in on that project. (*I've been working hard myself, and I'm expecting you to carry your share of the load.*)

31. Ladies and gentlemen, you are what makes this organization tick. (*I just saw a survey that said employees value recognition over other types of rewards.*)

32. Welcome back. I'm glad to see you've fully recovered. (*I hope he/she doesn't cost us any more in health claims.*)

33. What are we going to do for our employees for the holidays this year? (*We spent way too much last year. Cut it in half this time.*)

34. We've got to be imaginative and find ways to increase our productivity. (*Draw up a list of all nonessential employees and make out the pink slips.*)

35. We need to get back to basics. (*All trips to conferences and seminars are cancelled.*)

36. We've got to think like our customers, act like our customers and be like our customers. (*I think there is a lot of deadwood in the organization, and I've just sharpened the axe.*)

37. We've got to take a hard look at the budget. (*Expansion plans have just been put "on hold."*)

38. We've got to increase our return on assets. (*We're going to start leasing and stop buying.*)

39. My singular objective is to keep this organization growing at a rapid pace. (*The organization has outgrown you. It's time for you to move on.*)

40. I know that you'll all function efficiently while I'm away. (*I'm going to call in every day, and I'll want a full report.*)

Fisher's Law #104: When the boss talks, be sure you understand the language.

Foodservice employment: 11 million by 2000

*According to revised projections by the Bureau of Labor Statistics (BLS), the foodservice industry is expected to employ more than 10.7 million workers by the year 2000—up from 8.7 million in 1988.**

It's time to revise your employment projections. According to BLS estimates, U.S. eating-and-drinking place employment will grow 24 percent to reach 7.8 million people by the year 2000—employing close to 6 percent of the U.S. labor force. This is a higher rate of growth—1.8 percent per year—than for the total labor force, which should advance 1.2 percent per year between 1988 and 2000. Employment growth at eating and drinking places will also outpace grocery-store employment and retail-trade employment growth, both of which are expected to advance 1.5 percent per year. The only retail-trade segments projected to post higher annual employment growth are miscellaneous-shopping-goods stores and appliance, radio, TV and music stores. Hotels and other lodging places should also fare well, with employment growing 2.0 percent per year to reach nearly 2 million.

Retail industries as a whole are expected to surpass manufacturing to become the second largest employer, behind services, by the year 2000. It is expected that retail trade will generate 3.8 million new jobs between 1988 and 2000, 40 percent of which will be in eating and drinking places. While the service and government sectors of the economy will also experience employment growth, manufacturing jobs will decline slightly, as the economy continues to become more and more service-oriented. Service-producing industries are expected to account for 79 percent of all nonfarm wage and salary jobs in 2000, up from 76 percent in 1988. Overall employment is expected to total 136 million persons in 2000—a net addition of 18 million.

Bakers are top-growing occupation

Between 1988 and 2000, bread and pastry bakers are expected to show the highest growth rate of any foodservice occupation—advancing 35 percent by 2000. Servers and hosts and hostesses are also projected to show more than a 30 percent increase in employment. Server jobs, which numbered 1.8 million in 1988, will rise to more than 2.3 million in 2000, accounting for more than three out of 10 new foodservice jobs. Growth of more than 20 percent is expected for bartenders, restaurant cooks and chefs, food-preparation workers (excluding fast food), waiter and waitress assistants and all other foodservice workers, such as dishwashers.

Fast food jobs, including both short-order and fast food cooks and preparation and service employees, are expected to show the lowest rate of growth of all foodservice occupations. Despite the slowed growth, BLS projects that fast food will add another 329,000 jobs between 1988 and 2000 and account for nearly three out of 10 people employed in foodservice.

The part-time labor market

Although demand for employees has grown and will continue to grow, BLS data indicates that the use of part-time employees in these positions may be slowing. Weekly hours worked in eating and drinking places are not falling as rapidly as in the previous three decades, possibly indicating that these employees are working more hours.

This trend of decreasing proportions of part-time workers is seen in other retail segments as well. Retail trade accounts for about two-thirds of all the part-time workers in the economy. Part-time workers are predominantly women (two-thirds), and a high proportion are between 16 and 24 years of age (one-third). The sources for both groups of workers have diminished. According to BLS, fewer women now seek part-time employment (as more now opt for full-time careers), and the proportion of 16 to 24-year-olds in the labor force has declined.

These statistics are particularly troublesome because labor-force participation by young women (20 years old to 34 years old) will be at a lower rate from 1988 to 2000 than it was from 1976 to 1985. In addition, the young labor force (16 to 24 years old) will be at the same level in 2000 as it was in 1988. During that time period the teenage labor force is expected to shrink until 1992; then it is expected to climb until the year 2000. The 22 to 24-year-old labor force will decline until 1998 before showing some modest advances. And the number of young adults—20 and 21 years old—will decline until 1995 before rising again.

This shrinking labor pool will cause yet more competition for workers.

Shift in age

Because of a continuing decline in the number of available younger workers, some eating and drinking places are attempting to employ workers over 55 years old. However, a BLS study of those employed in foodservice occupations has found that although the proportion of workers between 16 and 24 years old declined somewhat between 1983 and 1988, there has been little increase in the proportion of older workers.

According to BLS and Current Population Survey data, in 1983 workers between 16 and 24 years of age accounted for 48.5 percent of those employed in foodservice occupations. In 1988 this group represented 44.9 percent. Workers older than 55 represented 9.2 percent of the foodservice labor force in 1983 and 8.6 percent of the foodservice pool in 1988.

Foodservice employers seem to be turning to adults between 25 and 34 years of

**This figure is a combination of eating-and-drinking-place industry employment and individuals employed in foodservice occupations working in other industries.*

Eating and drinking place employment projections

Increases in employment are expected for all occupations

Occupation	Employment (000s)* 1988	2000	Percent change
Administrative support employees, including clerical	112	122	9%
Food preparation and service workers	5,068	6,292	24
☐ Bartenders	271	339	25
☐ Bread and pastry bakers	33	45	36
☐ Cooks and chefs	1,024	1,249	22
Restaurant	408	538	32
Institution or cafeteria	33	53	61
Short order and fast food	583	658	13
☐ Food-preparation and service workers, fast food	1,288	1,455	13
☐ Food-preparation workers, except fast food	486	609	25
☐ Hosts/hostesses	153	202	32
☐ Waiters/waitresses	1,439	1,896	32
☐ Waiter/waitress assistants	304	400	32
☐ All other foodservice workers	70	97	39
Managerial and management-related workers	383	513	34
☐ Foodservice and lodging managers	210	309	47
☐ Other managers and support workers	173	204	18
Marketing and sales workers	325	401	23
☐ Cashiers	277	337	22
All other workers	394	468	19
Total	6,282	7,796	24%

* *Includes only workers in SIC code 58 and does not include workers in foodservice segments such as institutional and lodging*

Source: U.S. Department of Labor, Bureau of Labor Statistics

Foodservice occupational employment projections*

All foodservice and preparation occupations should post growth between 1988 and 2000

Occupation	Employment (000s)* 1988	2000	Percent change
Bread and pastry workers	124	167	35%
Bartenders	414	506	22
Cooks and chefs	1,605	1,914	19
☐ Institutional or cafeteria	403	467	16
☐ Restaurant	572	728	27
☐ Short order and fast food	630	719	14
Food-preparation workers, fast food	1,626	1,866	15
Food-preparation workers except fast food	1,027	1,260	23
Hosts/hostesses	183	239	31
Waiters/waitresses	1,786	2,337	31
Waiter/waitress assistants	448	578	29
All other foodservice workers	290	360	24
Total	7,503	9,227	23%

* *Does not include professional, technical or sales workers*

Source: U.S. Department of Labor, Bureau of Labor Statistics

age to replace their dwindling numbers of teenage employees. In 1983 this group represented 20.1 percent of the foodservice labor force; in 1988 the number had climbed to 23.9 percent. The availability of workers in this age group, however, is also likely to decline in the years ahead by 1.4 percent per year through 2000, and the number of working women in this age group is expected to drop 0.4 percent per year.

Where to turn for help

As the labor market continues to tighten, it will become increasingly important for restaurateurs to tap into nontraditional labor pools to maintain and increase their employment levels.

For example, although the foodservice industry has not yet managed to shift to employing a larger percentage of senior adults, their numbers in the labor force are projected to grow. Men between 55 and 64 years of age should grow in number by 1.1 percent per year between 1988 and 2000, and women of the same age should grow in numbers by 1.8 percent per year.

Minority groups are also expected to show substantial growth in numbers. The number of Hispanic workers is estimated to grow at 4 percent per year between 1988 and 2000, a much higher rate than the 1.2 percent annual growth for the entire civilian labor pool. Asian and other groups (including American Indians, Alaskan natives, Asians and Pacific Islanders) should show a 3.6 percent annual increase in numbers, while Blacks should increase their workforce presence by 1.9 percent per year.—*Nancy Michalski*

Popularity of ethnic foods likely to grow

One out of every two adults say they wish more ethnic foods were available at restaurants, according to the National Restaurant Association's ***The Market for Ethnic Foods****. And although Chinese, Italian and Mexican are the most popular ethnic foods at foodservice establishments, many consumers express an interest in expanding their ethnic food horizons.*

In 1989 the National Restaurant Association conducted a study to investigate the range and breadth of consumer interest in ethnic cuisines and ethnic restaurants. The study not only probed the frequency of consumption of 19 ethnic foods but also consumer attitudes associated with ethnic cuisines and ethnic restaurants.

Three tiers of ethnic preferences

A nationally representative telephone survey of 635 adults shows that the majority of U.S. consumers consider Chinese, Italian (excluding pizza) and Mexican cuisines to be their ethnic favorites. Approximately three-quarters of U.S. adults have eaten these foods in restaurants, and more than 40 percent of respondents said they ate these foods out within the month prior to the survey. The broad appeal of Chinese, Italian and Mexican dishes suggests that they have been fully assimilated into U.S. culture and might be identified as "traditional" ethnic foods by many Americans.

A second group of ethnic cuisines which has been tried by between 25 and 50 percent of adult Americans includes French, Spanish, German, Japanese, Greek and Latin American cuisines. However, when consumers were asked whether they ate these foods at restaurants during the month prior to the survey, a lower six to 10 percent of respondents indicated that they had done so. The popularity of the ethnic foods in this category may be explained in part by the pluralistic nature of U.S. society.

The third tier, which includes Indian, Caribbean, Eastern European, Middle Eastern, Korean, Thai, Vietnamese, Scandinavian, Russian and African foods, consists of cuisines known and appreciated by a select few—between five and eight percent of adult Americans have tried these cuisines at restaurants. Consumers who have not been exposed to these foods probably do not know much about them and may not know what ingredients are used in them or how they are prepared. Consequently, these ethnic cuisines are not likely to appeal to the mass market without a great deal of consumer education.

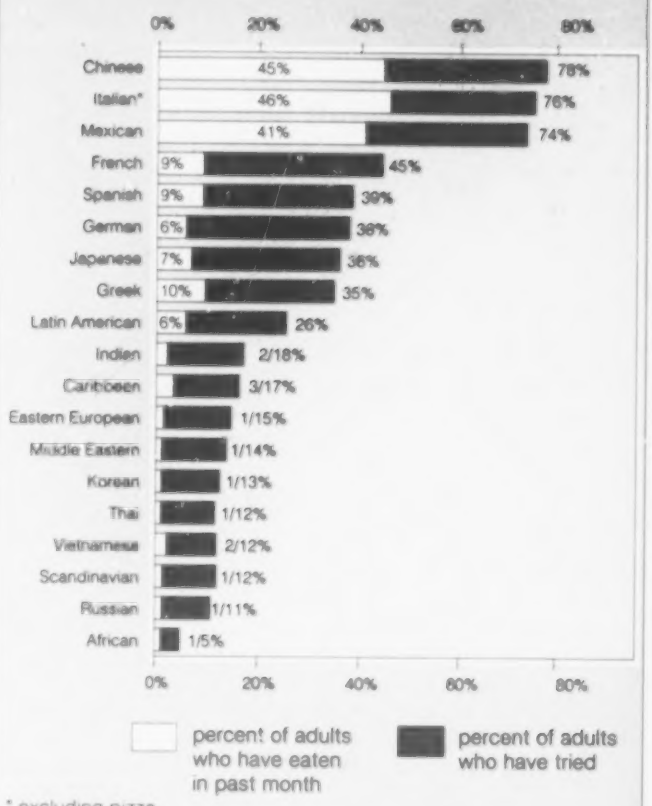
Market potential

So where does the market for ethnic foods lie? A good indication of the potential market for each cuisine can be determined by examining those individuals who say they want to try a particular ethnic cuisine in the future.

The three "traditional" ethnic cuisines stay out in front in terms of market potential—Italian (73 percent of adults), Chinese (62 percent) and Mexican (59 percent). Of particular note, however, is the differentiation that occurs in the second tier of ethnic foods. French, German and Spanish dishes have more market potential than other foods in the category, because of the large number of individuals who have never tried these cuisines but indicate they would like to do so. These cuisines derive from Western European cultures with which Americans are generally more fa-

Popularity of ethnic food at restaurants

Chinese, Italian and Mexican foods top the list of ethnic favorites



* excluding pizza

Source: National Restaurant Association, *The Market for Ethnic Foods, 1989*

What's the most popular ethnic food for takeout?

Chinese tops the list of ethnic takeout foods, with more than 25 percent of the adult population ordering Chinese food for takeout in the month prior to the survey. Italian and Mexican cuisines follow, with 16 to 17 percent of adults reporting they had purchased these foods for takeout in the previous month.

Although ethnic foods are eaten much more frequently on-premises rather than off-premises, the ones with a relatively high proportion of takeout offer dishes that can be packaged efficiently and are easy for consumers to transport.

miliar, which gives these foods an edge with consumers. Consequently, the portion of the market belonging to French, German and Spanish restaurants can grow in the future.

Consumer attitudes

Despite the market potential for ethnic cuisines, the ultimate success and consumer appeal for restaurants that offer ethnic foods depends on the same factors as for any other type of restaurant—food, service, atmosphere and value. For example, respondents to the association survey believe that menu prices in ethnic restaurants are on a par with American restaurants. Less than one out of every four adults agrees that ethnic restaurants offer consumers more value for their money, compared to restaurants offering other types of foods. Consequently, the notion that ethnic restaurants are relatively inexpensive is no longer widely accepted.

In addition, survey results indicate that ethnic-food consumption could well increase if restaurant operators provided better explanation of ethnic dishes. Two-thirds of all adults agree that ethnic foods should be described better and more accurately on menus. It is especially notable that 25 to 54-year-olds—the prime ethnic customers—are the most likely to agree with the need for better menu descriptions of ethnic foods. Accordingly, restaurant operators—in their menu designs, table signs and waitstaff training—need to emphasize consumer information strategies so that informed decisions about ethnic foods can be made.

As new ethnic restaurants develop, more attention is also likely to be placed on strategies to attract children. Slightly more than half of all respondents believe that children do not like to eat in ethnic restaurants as much as adults do, and regular-ethnic-cuisine consumers are even more likely to agree. Since children tend to influence the decisionmaking process of adults in a household, strategies are needed to encourage children to experiment with or become better acquainted with ethnic foods. For instance, restaurant operators could make special children's items available on the menu.

Thus a moderately priced ethnic restaurant with a casual atmosphere, informative menus and waitstaff, quality food, and value for the money will attract customers whether the cuisine is Italian, French or Spanish. About half of all adults indicate that they would eat more ethnic foods in restaurants if such foods were available, with a similar proportion looking for more ethnic dishes at moderately priced restaurants. As a result, ethnic cuisines and restaurants will likely be a continuing growth area for the restaurant industry, with widespread expansion less in new and exotic ethnic cuisines than among more traditional ethnic foods.

—Hudson Riehle

The market for ethnic foods at restaurants

A significant proportion of the population is willing to try ethnic dishes

Rank	Ethnic food	Share of market	Percent of adult population
1.	**Italian**		
	Regular customers*	57	42
	Irregular customers**	29	21
	Future customers***	14	10
		100%	73%
2.	**Chinese**		
	Regular customers*	64	40
	Irregular customers**	31	19
	Future customers***	5	3
		100%	62%
3.	**Mexican**		
	Regular customers*	58	34
	Irregular customers**	32	19
	Future customers***	10	6
		100%	59%
4.	**French**		
	Regular customers*	16	7
	Irregular customers**	50	22
	Future customers***	34	15
		100%	44%
5.	**Spanish**		
	Regular customers*	23	8
	Irregular customers**	41	14
	Future customers***	35	12
		100%	34%

* *Regular customer = consumer who has eaten specific ethnic food at a restaurant in the past month prior to survey and who plans to do so in the future*

** *Irregular customer = consumer who has eaten specific food in past but not in past month and who will try food in future*

*** *Future customer = consumer who has not eaten specific food in past but will try in future*

Source: National Restaurant Association, *The Market for Ethnic Foods, 1989*

Who eats ethnic?

Consumers most likely to have tried the three top-ranking ethnic cuisines include:

Chinese

- ☐ 18 to 54-year-olds
- ☐ Households with incomes of $25,000 plus
- ☐ Residents of metropolitan areas with a population greater than one million

Italian

- ☐ 18 to 34-year olds
- ☐ Households with incomes of $35,000 plus
- ☐ Residents of metropolitan areas with a population greater than one million

Mexican

- ☐ 25 to 54-year-olds
- ☐ Households with incomes of $25,000 plus
- ☐ Residents of metropolitan areas with a population under 250,000.

To order the ethnic study

The Market for Ethnic Foods is available to association members for $27.50 and to nonmembers for $55 (overseas orders require a 20 percent surcharge). All orders must be prepaid.

Send a check or money order to the National Restaurant Association Publications Department, 1200 Seventeenth St., N.W., Washington DC 20036. For credit-card orders, call the association's Information Service and Library at 1-800-424-5156 or (202) 331-5960 in Washington DC.

What's being done about child care

The number of women in childbearing years in the labor force is projected to reach 44.8 million by 2000—a 12 percent increase from 1988. This means that child care will become an even more sought-after benefit, giving employers who offer it a competitive edge in attracting and retaining female employees.

Having young children today certainly does not appear to be the deterrent to working it once was. In fact, the labor-force participation rate of all women in 1988 was 57 percent, only one percentage point higher than that of working mothers with children less than 6 years old.

This represents a substantial increase from the beginning of the 1980s, when the labor-participation rate for women with children under 6 was 47 percent.

Even women with newborns are in the labor force more than ever before. According to the Bureau of the Census, in June 1987 more than one-half (51 percent) of women 18 to 44 years old who had had a child in the preceding 12 months were in the labor force. This represents a sizable increase from 1976—when the figure was only 31 percent.

More working women of childbearing years

Not only are there more mothers working, but also there are more prospective mothers in their child-bearing years (16 to 44 years old) in the workforce. According to the Bureau of Labor Statistics (BLS), in 1988 there were 39.9 million women between the ages of 16 and 44 in the labor force or 73 percent of all women. By 2000, the number of women of childbearing years in the labor force is projected to reach 44.8 million, a 12 percent increase over 1988.

Moreover, women are having children later in life, and there are bound to be more births as women who have postponed having a child have begun to do so. For instance, according to the Bureau of the Census, in 1975 only 33 percent of childless wives between the ages of 30 and 34 were expecting a future birth. By 1988 that number had jumped to 54 percent.

With so many current and prospective mothers working, all employers are affected by the child-care issue; but it is particularly important in foodservice, because the majority of employees in the industry are women. More than 60 percent of the 5.7 million workers in foodservice occupations in 1988 were women, and 40 percent were women in their childbearing years.

What's the state of child care?

With more mothers of young children in the labor force, there is a growing demand for comprehensive child-care services, which few employers provide.

What are the child-care arrangements for children of working mothers? According to the Bureau of the Census, in 1985 (the most recent year for which data were available) the largest proportion of children under 5 years old with a working mother spent their time in another home—37 percent. The second-most-popular arrangement was in the child's own home—31 percent.

However, an increasingly popular alternative is organized daycare. Five years ago, almost one-fourth (23 percent) of all working mothers with children under 5 used organized daycare—up dramatically from 13 percent in 1977. Not surprisingly, working women with children older than 3 were much more likely to use organized daycare than working mothers with infants.

Other alternatives cited in the survey include the mother caring for her child while she works either at home or away from home (8 percent) or placing the child in kindergarten/grade school (1 percent).

Child-care benefits

Despite the apparent need for child care, a BLS study shows that employer-subsidized child care was available to just 4 percent of employees in 1988. Moreover, the percentage of employees eligible for employer assistance for child care was even lower for production and service employees—only 2 percent. Child-care benefits were limited to employer-subsidized facilities or full or partial reimbursement for the cost of caring for a

Child-care-related benefits

There are a variety of child-care options to choose from.

Child-care services
- ☐ On or near-site daycare center
- ☐ Consortium child-care center
- ☐ Network of family daycare homes
- ☐ Before and after-school programs
- ☐ "Nurturing hotlines" for school-age children
- ☐ Summer day camp
- ☐ Sick-child-care infirmary
- ☐ In-home nursing service for sick children

Easing time constraints
- ☐ Flextime
- ☐ Part-time work
- ☐ Job sharing
- ☐ Summer hours
- ☐ Work at home
- ☐ Sick-child-care leave
- ☐ Extended maternity and paternity leave
- ☐ Parental leave, including adoptive parents
- ☐ Personal family time

Offering financial assistance
- ☐ Discounts on local community programs
- ☐ Voucher (direct subsidy) programs
- ☐ Comprehensive cafeteria plans with a dependent-care* assistance plan
- ☐ Flexible spending account with salary deduction for dependent care
- ☐ Adoption benefits
- ☐ Tuition assistance

**Dependent care includes care of children, older parents and handicapped dependents*

Source: The Conference Board

Profile of child-care benefits provided by size of company

Very few retail establishments provide employer-sponsored daycare

	Percent providing			
	Employer-sponsored daycare	Assistance with child-care expenses	Child-care information and referral services	Counseling services
Total				
10 to 49 employees	1.9	2.4	4.3	3.8
50 to 249 employees	2.2	4.7	6.3	7.6
250 employees or more	5.2	8.9	14.0	17.1
Trade				
10 to 49 employees	0.0	2.2	3.9	2.6
50 to 249 employees	0.4	2.5	3.6	4.4
250 employees or more	0.5	4.6	11.9	11.9

Source: Bureau of Labor Statistics

child in a nursery, in a daycare center or by a babysitter.

Another BLS study takes a broader view, including situations where employers did not subsidize facilities or provided only information and referral services. This nationwide survey was conducted in 1987 among 10,000 business establishments and government agencies that had at least 10 employees. These employers were asked questions about such direct benefits as employer-sponsored daycare, referral services and assistance with child-care expenses as well as indirect benefits, including flextime, job sharing and working at home. The results show:

□ Approximately 11 percent* of all establishments reported that they provided at least some employees with direct child-care benefits. However, the retail sector lagged behind other industries, with only 7 percent of establishments providing some type of direct child-care benefits.

□ In contrast, retailers fared much better when it came to providing work-schedule policies aiding child care—although not all these policies were initiated with child care in mind. Almost three-fourths of retail establishments (72 percent) provided flextime, flexible leave, voluntary shifts or part-time work schedules, as compared to 61 percent for all establishments.

□ Child-care benefits vary by the size of establishment. Relatively few retail establishments with fewer than 50 employees offered any benefits: None of those surveyed offered employer-sponsored daycare; 2 percent gave financial assistance and 6 percent provided information, referral or counseling services (or a combination of these). By comparison, 5 percent of trade establishments with at least 250 employees sponsored daycare or provided financial assistance toward it, and 24 percent provided information, referral, or counseling services (or a combination).

□ Two major reasons employers seldom provide daycare centers are cost and legal liability. An employer has to determine that a daycare center will sufficiently increase productivity (reducing absenteeism, boosting morale, improving recruitment and retention, etc.) to offset its cost.

A 1989 survey conducted by the National Restaurant Association augments some of the BLS data. It shows that foodservice employers are especially competitive in the provision of indirect benefits: Most restaurant employers said they provided flexible work schedules. Among employers with sales of less than $1 million, about six in 10 provided flexible work schedules to salaried employees, and eight in 10 did so for hourly workers. Moreover, nearly all employers reported that they allowed employees to take time off for a sick parent or child. Although few had a formal policy for such leave, approximately nine out of 10 restaurant employers allowed workers to take this type of time off. This is generous when compared to other industries.

However, less than 2 percent of those surveyed actually provided employer-subsidized child-care benefits to hourly and/or salaried

**Respondents were allowed to select more than one choice.*

Americans speak out on child-care

According to a 1989 nationwide survey by the Employee Benefit Research Institute and The Gallup Organization, the vast majority of Americans favor employer involvement in child care.

The survey shows:

□ More than seven out of 10 respondents (71 percent) indicated that employers should play a role in providing adequate child care.

□ Fifty-three percent said employers should play the primary role. Only 35 percent favored the government. One out of 10 said the government and employers should play equal roles.

□ Of those respondents favoring employer involvement, 60 percent would want the employer to offer child-care benefits, even if the cost of the benefits led to a reduction elsewhere in the wage/benefit package. Males were significantly more likely than females to express this opinion.

□ Three out of five respondents supporting employer involvement showed a clear preference for on or near-site child-care centers, 26 percent indicated a preference for financial child-care assistance and 12 percent favored information and referral services.

□ Women were significantly more likely to prefer on or near-site child-care centers, while males favored financial assistance or information and referral services.

□ Nearly two-thirds of the respondents favoring employer involvement believed the level of employer assistance should not be income related.

employees. For those companies:

- employees were eligible to participate immediately after starting work.
- most required no minimum number of hours worked per week to participate.
- more than half of those with child care provided a child-care facility, and the others provided reimbursement for expenses, a child-care referral service or other benefits.
- more than half instituted their child-care plans in 1988 or 1989.

High child-care costs

According to a 1989 survey conducted by Louis Harris and Associates for Philip Morris, the average child-care cost per child under 6 years old is $190 per month or $2,280 per year. Average monthly costs fall into a broad range from $142 to $332 per month, primarily determined by the income and geographic location of the parent(s).

Another study, conducted by the Conference Board, shows that the cost of daycare is higher for a child 4 or younger. This study concluded that working parents spent an average of $3,000 per year on child-care services in 1989.

Demographics point to a continued upsurge in the need for child-care services. Moreover, the association's "Foodservice Employment 2000" symposium identified child-care as a critical component for employers seeking to attract women to work in the industry. And given the cost of hiring and training new employees, employer provision of child care is likely to be a prudent long-term investment.

—Elizabeth Gordon

Holidays bring in customers

Here is an update on 12 of the most popular U.S. holidays for eating out, with demographic data.

Since food is often part of a celebration, it is not surprising that many consumers patronize restaurants on holidays and special occasions. To update the National Restaurant Association's 1987 Gallup Survey on holiday dining, the association surveyed 1,000 adults in September 1989 to determine whether they had eaten at a restaurant in the previous 12 months on any of the following: their birthday, New Year's Eve, New Year's Day, Valentine's Day, St. Patrick's Day, Easter, Secretaries' Day, Mother's Day, Father's Day, Grandparents' Day, Thanksgiving and/or Christmas.

Birthdays are top restaurant holiday

Although birthdays are not considered to be "holidays" in the literal sense, they do commemorate a special occasion, and customers usually opt to celebrate—often at a restaurant. As was true in the 1987 Gallup survey, in 1989 birthdays were the most frequently cited holiday for eating out. Nearly half of all adults—47 percent—ate out on their birthdays.

According to the survey, women are more likely than men—52 percent compared with 42 percent—to go to a restaurant on their birthdays. Adults between 50 and 64 years of age were slightly less likely than other age groups to dine out: Four out of 10 of these consumers ate at a restaurant on their birthdays. In comparison, 50 percent of 18 to 24-year-olds, 48 percent of 25 to 34-year-olds, 50 percent of 35 to 49-year-olds and 47 percent of those 65 years old or older ate out on their birthdays.

Although married and single individuals ate out in similar proportions on their birthdays, people living in two-person households showed a slightly higher incidence of birthday dining than did those living alone—52 percent compared with 43 percent. Dining out on birthdays seems to increase as educational attainment and household income increase.

Individuals living in the Midwest reported the highest incidence of birthday restaurant dining—50 percent—while those living in the South reported the lowest incidence—44 percent.

Dining out with mom and dad

After birthdays, Mother's Day and Father's Day are the next-most-popular restaurant holidays. Thirty-nine percent of people ate at a restaurant on Mother's Day, and 24 percent ate out on Father's Day.

According to survey results, these holidays tend to be more family-oriented days, as the proportion of the respondents reporting having eaten out on these days increased with household size. Households of five or more people reported the highest incidence of restaurant dining on both of these days.

The other principal variable is geographic location. Those people living in the South (46 percent) and West (46 percent) were more likely to eat out on Mother's Day than those living in the East (35 percent) and the Midwest (33 percent). A similar pattern emerges for dining out on Father's Day. Those living in the South (28 percent) and West (26 percent) showed more tendency to eat out than those living in the East (20 percent) or Midwest (23 percent).

There was little variation in eating out for either Mother's or Father's Day on the basis of age, education or income.

A day for romance

The only other holiday on which more than one out of five consumers ate at a restaurant in 1989 was Valentine's Day. Twenty-two percent of adults said they had done so. Both men and women were nearly equal in saying they had eaten out on that day, but Valentine's Day was more clearly a restaurant holiday for those between 18 and 34 years of age. The likelihood of eating out on Valentine's Day declines with age.

Although Valentine's Day may be considered a day for couples, it is interesting to note that adults living in a household of five or more individuals were more likely than those living in smaller households to eat out on Valentine's Day.

Valentine's Day diners are also more likely to be well-educated and affluent. College graduates were the most likely to eat out on February 14—28 percent—compared with 20 percent

of high school grads and 13 percent of those with less than a high school diploma. In addition, 31 percent of those with an income of $40,000 a year or more ate out on Valentine's Day, compared with 16 percent of those earning less than $20,000 a year.

Other holidays

There were four other holidays on which at least 10 percent of adults reported eating out.

□ *Easter.* Sixteen percent of adults celebrate Easter at a restaurant. Smaller households of one or two people were more likely than those with three or more people to eat out on Easter.

Unmarried individuals were also more apt than married patrons to patronize a restaurant on Easter—19 percent, compared with 14 percent; and those 18 to 24 years old and those 65 years old and older were more likely to eat out on Easter than those between 25 and 64 years of age. Income and educational attainment do not appear to influence whether a consumer dines out on Easter. People living in the South were the most likely to eat out on Easter (19 percent), while those living in the East were the least likely to do so (13 percent).

□ *New Year's Eve.* The lure of parties and at-home celebrations is not enough to keep 13 percent of adults from eating out on New Year's Eve. Men and women are about equally likely to eat out before ringing in the New Year. The likelihood of eating out on New Year's Eve decreases with age: Slightly more than 15 percent of 18 to 24-year-olds ate out on New Year's Eve, compared with 11 percent of 50 to 64-year-olds and 12 percent of adults 65 and older.

Married adults were as likely as singles to go to a restaurant on New Year's Eve, but those living alone were much less likely to go out than those in larger households—8 percent, compared with 13 percent or more. Those with less than a high school degree and those earning less than $20,000 a year were less likely than more educated, more affluent individuals to dine out on December 31.

□ *St. Patrick's Day.* Dining out on the "wearing o' the green" was more popular among men than women—12 percent versus 9 percent.

Folks venturing out on St. Paddy's Day are more likely to be between 18 and 24 years old (15 percent), single (12 percent), and earning between $20,000 and $29,999 a year (16 percent).

□ *Thanksgiving.* One out of 10 adults ate out on Thanksgiving, and the demographics of restaurant visitors on this holiday is similar to that found on Easter. Because Thanksgiving is a day traditionally spent with one's family, it is not surprising that unmarried individuals (16 percent) and those living alone (20 percent) were more likely than married persons (7 percent) and those living in larger households (11 percent) to eat at a restaurant on Thanksgiving. Other likely patrons were 18 to 24-year-olds, seniors 65 plus and those earning less than $30,000 a year.

Lesser restaurant holidays

New Year's Day (8 percent), Secretaries' Day (8 percent), Christmas (6 percent) and Grandparents' Day (5 percent) were holidays on which fewer than one out of 10 adults patronized a restaurant.

□ *New Year's Day.* Singles and those under 25 and over 65 years of age were the most likely to visit a restaurant on New Year's Day. Men were a little more likely than women to venture to a restaurant on the first day of the year—10 percent compared with 6 percent. There was little difference in restaurant patrons on January 1 in regard to income, education or geographic location.

□ *Secretaries' Day.* Although adults under 35 years of age are typically more likely to eat out than those older than 35, they are significantly less likely to do so on Secretaries' Day. Men and women showed nearly equal likelihood to eat out on this day. Those with a college education, those with an annual income of $40,000 or more and those with an income between $20,000 and $29,999 a year were most likely to do so.

□ *Christmas Day.* Christmas was the second-least-popular holiday on which customers patronized a restaurant. As was true with Easter and Thanksgiving, those under 25, 65 and older, living alone and single were more likely than other people to have eaten out on Christmas.

□ *Grandparents' Day.* Grandparents' Day was the least popular restaurant holiday, with only one in 20 adults celebrating the day by going out to eat. Not surprisingly, adults 65 and older were most likely to eat out on Grandparents' Day—nearly 11 percent reported they had done so. Those living in the East (6 percent) and South (8 percent) were more likely to eat out on Grandparents' Day than those living in the Midwest and West (4 percent each).

—Nancy Michalski

Top-ranking* holidays for eating out, 1987 and 1989

Birthdays remain the most popular restaurant holiday

Holiday/occasion	1987 rank	1989 rank	1989 percent dining out
Your birthday	1	1	47%
Mother's Day	2	2	39
Father's Day	4	3	24
Valentine's Day	3	4	22
Easter	6	5	16
New Year's Eve	5	6	13
St. Patrick's Day	9	7	10
Thanksgiving	7	8	10
New Year's Day	8	9	8
Secretaries' Day	11	10	8
Christmas Day	10	11	6
Grandparents' Day	12	12	5

**in terms of percent of adults reporting they ate a meal at a restaurant in the past 12 months*

Source: National Restaurant Association Gallup Survey

Foodservice Market Measure Nov./Dec. 89

In the closing months of 1989 a slightly smaller percentage of adults were foodservice patrons than one year earlier. According to the Foodservice Market Measure in 1989, 43 percent of adults were patrons on a typical day in November and 42 percent were patrons on a typical December day. This compares to 44 percent in November and 45 percent in December 1988.

This slight decline can be attributed entirely to restaurant meals and snacks purchased for on-premises consumption. Overall, the proportion of adults eating on premises was 24 percent on a typical day in November and 25 percent in December 1989. A year earlier the proportion of adults eating on premises had been 28 percent for each month.

The meal period responsible for the on-premises decline is lunch. Although the proportion of adults who ate breakfast and dinner on premises was virtually unchanged from 1988 to 1989, the proportion eating lunch at a restaurant was down slightly—from 14 percent on a typical day in November 1988 and 16 percent in December 1988 to 11 percent in November 1989 and 13 percent in December 1989.

In contrast to on-premises business, the takeout sector finished out last year even with or slightly ahead of 1988. Twenty percent got takeout on a typical day in November and 18 percent did so in December 1989, compared to 18 percent in November 1988 and 19 percent in December 1988.

Quarterly review

The proportion of adults eating on premises posted a significant 3 percentage-point decline from fall 1988 to fall 1989. At the same time, the proportion of adults who purchased takeout food was up a significant 3 percentage points.

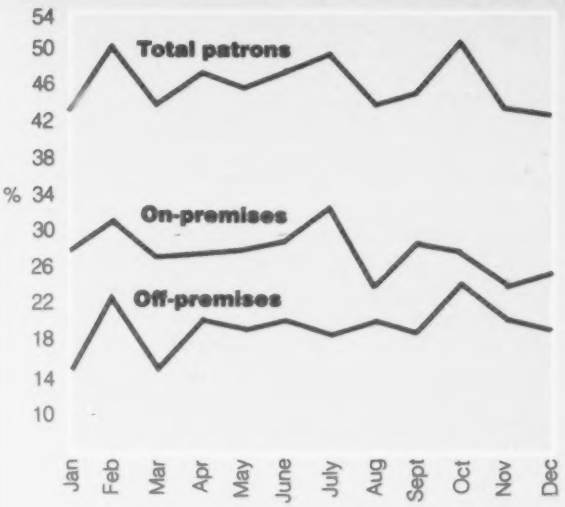
Overall, there has been no significant quarterly variation in the proportion of adults who are foodservice patrons since the Market Measure began tracking patronage in summer 1988. Nevertheless, some interesting demographic differences are evident.

Although men are significantly more likely than women to be patrons for on-premises meals, this is not necessarily the case for takeout. Overall, 51 percent of men and 42 percent of women were foodservice patrons on a typical day in fall 1989. Thirty-one percent of men ate on premises, compared to a significantly smaller 23 percent of women. When it comes to takeout, 22 percent of men and 20 percent of women were customers on a typical day.

Among younger adults, a larger proportion are takeout patrons, compared to those who eat on premises. The reverse is the case for those 50 years of age and older.

—Susan Mills

Percent of adults who were foodservice patrons in 1989



Source: National Restaurant Association Gallup Survey

Percent of adults who were foodservice patrons on a typical day in fall 1989, by age

Age	On-premises patronage	Off-premises patronage
18 to 24 yrs. old	27%	35%
25 to 34 yrs. old	26	27
35 to 49 yrs. old	27	24
50 to 64 yrs. old	30	9
65 and older	23	9

Source: National Restaurant Association Gallup Survey

Percent of men and women who were foodservice patrons on a typical day

	Men				Women			
	Summer 1988	Fall 1988	Summer 1989	Fall 1989	Summer 1988	Fall 1988	Summer 1989	Fall 1989
Overall patronage	50%	50%	52%	51%	41%	39%	42%	42%
On-premises	34	33	31	31	27	26	26	23
Off-premises	19	20	22	22	15	15	17	20

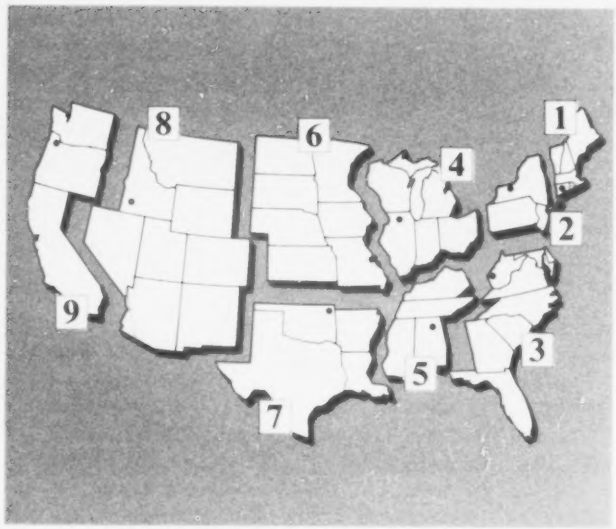
Source: National Restaurant Association Gallup Survey

Foodservice Market Measure

The Foodservice Market Measure is based on 1,000 telephone interviews, conducted by the Gallup Organization each month, with a nationally representative sample of adults age 18 and older. Each person is asked the same questions:

1. Which of the following did you do yesterday?
   - ☐ Ate on the premises of a restaurant, fast food place, cafeteria or any other place where you purchased a meal or snack,
   - ☐ Purchased takeout food "to go" or had it delivered.
2. Was the food you ate on premises yesterday for breakfast, lunch, dinner or a snack?
3. Was the takeout food you purchased or had delivered for breakfast, lunch, dinner or a snack?

The monthly tracking of purchases is supplemented by quarterly inquiries on topics of industry interest.



1 NEW ENGLAND

Location: Waterbury, CT
Association members: Thomas Eric Walshe, David Walshe
Operation: Drescher's Restaurant
Profile: Casual fine dining
In business: 122 years
Seats: 172 people
Meals served: Lunch, dinner

The present Drescher's is in the same building as when it was first opened in 1868—but at a different location. In 1982 the building was transported to downtown Waterbury.

Many of the restaurant's furnishings date back to its early days—the Tiffany lamps, the handcarved mahogany-and-oak bar and the cast-iron bulldog that was given as a gift to the original owner when his pet died. At the end of the bar there is a corked hole where there was once a gas jet used by patrons to light their cigars.

Although German dishes on the menu also recall the original German-immigrant owners, the menu is mostly American, with such specialties as *Chicken Princess*, a chicken breast stuffed with mozzarella cheese and spinach and served with a lemon/lime sauce.

Waterbury, between Hartford and Danbury, is a city of bankers and lawyers. With its location across from the courthouse, business at the restaurant is brisk at lunch. A happy hour draws in customers after work, but after 6:30 things slow down. Manager **David Walshe** expects things to pick up when renovation of a nearby theater is complete.

2 MID-ATLANTIC

Location: Rochester, NY
Association member: Lori Gray
Operation: Cafe Creme de la Creme
Profile: Cafe specializing in pastries
In business: 3 years
Seats: 150
Meals served: Lunch, dinner, afternoon tea, Sunday brunch

Pastry is the big attraction at Cafe Creme de la Creme. Customers entering the old Victorian house see two display cases filled with desserts made with fresh cream, real butter and Belgian chocolate. The cafe, located in a district of theaters and museums, is a popular after-theater spot.

The cafe does serve lunches and dinners and caters to people on special diets. There is a vegetable lasagna for vegetarians, and there are marked items on the menu sanctioned by the American Heart Association. Even diabetics can have something prepared for them, if they call ahead.

The cafe makes wedding cakes to order, specializing in the out-of-the-ordinary, such as a fruit-tart wedding cake. The owners also bake according to recipes brought in by customers.

Afternoon tea is served from 2 p.m. to 6 p.m., with two kinds available—one with cakes and scones, priced at $4.75; for $6.75, chicken salad and other kinds of sandwiches are added as well as a puff-pastry swan filled with herbed cream cheese.

The economy in Rochester is strong, and business at the Creme de la Creme has been growing. Owner **Lori Gray** credits the growth to word-of-mouth advertising.

3 SOUTH ATLANTIC

Location: Huntington, WV
Association member: Beatrice R. Reams
Operation: Upstairs Rooms & Accessory Shop, Inc.
Profile: Upscale tearoom
In business: 15 years
Seats: 40
Meals served: Lunch; dinner for private parties

Two upstairs rooms over the gift shop owned by **Bea Reams** can accommodate two private parties of 20 each, or one large party. On days when the rooms are not fully booked, the tearoom is open to the public—but by reservation only.

Customers at lunch are usually older women. They want things done right, says Reams, who prides herself on good food that looks pretty.

A typical luncheon party could include Chicken a la Queen served in tart shells; extra-large chunks of chicken and a sauce with pimentos and bell peppers distinguish it from the "kingly" version.

West Virginia's economy is slow; the state has one of the highest unemployment rates in the country, and young people are leaving. Reams reports that her business is good, but nothing like it was 10 years ago.

4 EAST NORTH CENTRAL

Location: Rockford, IL
Association member: Joel Kaplan
Operation: Jungle Jim's
Profile: Fine dining
In business: 12 years
Seats: 225
Meals served: Lunch, dinner

The name Jungle Jim's was more appropriate 10 years ago, when the restaurant was casual. Today it is a white-tablecloth establishment, with a New Orleans theme, and only a collection of stuffed animals remains from the old days. A raw bar serves shrimp and oysters, and popular entrees include jambalaya, blackened fish, chicken breasts and steaks. The signature item is *Sweet Bourbon Filet*, shrimp sauteed in bourbon, lightly flambeed and served on a filet.

The touch-of-New Orleans decor includes a metal ceiling, ornate light fixtures, stained-glass wall decorations, a white octa-

gon-tile floor and an antique mahogany bar.

Business at the restaurant has been growing for the seven years it has been owned by **Joel Kaplan.** Kaplan estimates that his business grew 11 percent last year. But since some of Rockford's industries depend on the auto industry, there is concern about the future.

5 EAST SOUTH CENTRAL

Location: Guntersville, AL
Association members: George Kappler, Theo Paul
Operation: The Glover
Profile: Fine dining
In business: 15 months
Seats: 100 indoors, 100 outdoors in courtyard
Meals served: Lunch, dinner, Sunday brunch

When **Theo Paul** became chef/manager of The Glover, he soon realized that the people in that part of the South did not have exactly the same tastes as people in New York City, Europe or Puerto Rico—places where he had worked before. They liked basic Southern foods, and many perceived an upscale fine-dining restaurant as being too expensive and too intimidating.

The Glover responded by lowering the average price of entrees and putting more traditional items on the menu, like barbecued ribs every Thursday night. But ironically, the most popular item is the most expensive—a filet mignon with sauteed jumbo shrimp and a garlic-and-cream sauce. The restaurant sells a lot of moderately priced wine. Although business has been on an upward trend, Paul is continuing his search for the perfect menu mix.

6 WEST NORTH CENTRAL

Location: St. Louis, MO
Association member: Vincent J. Cunnetto
Operation: Cunnetto House of Pasta
Profile: Midscale Italian restaurant
In business: 15 years
Seats: 160
Meals served: Lunch, dinner

St. Louis is a wonderful restaurant town, says **Vincent Cunnetto,** owner of Cunnetto House of Pasta, adding he's never seen so many restaurants open as in the last 10 years. His restaurant was one of the first to specialize in pasta. Now there are many. "I have to keep a step ahead," he says. He must be succeeding—business is up 5 percent over last year.

Located in the city's Italian section, known as The Hill, Cunnetto's attracts business people during the week and locals on the weekend. The menu features 25 different kinds of pasta—most available with a choice of sauce. The best seller is linguini with clams, crabs and shrimp in a light butter-and-garlic sauce. A selection of low-cholesterol, no-salt pastas is also very popular.

7 WEST SOUTH CENTRAL

Location: Vinita, OK
Association members: Tom and Linda Clanton
Operation: Clanton's Cafe
Profile: Casual cafe
In business: 63 years
Seats: 90
Meals served: Breakfast, lunch, dinner

Customers at Clanton's Cafe include not only locals but also people from Tulsa, 60 miles south, or from the corners of Arkansas and Missouri. Many of the out-of-towners own summer homes in the lake resort area. Other customers are those who turn off the turnpike in search of something other than fast food. The depressed economy of the surrounding farm country has affected business. "But we're hanging on," says co-owner **Linda Clanton.** "We'd like it to be better, but it could be worse."

The cafe sells a lot of hamburgers and cheeseburgers, but the regulars like the daily specials. One special, the chicken-fried steak, had a write-up in the *New York Times*. The Clantons recently tried to change their specials, but the same people who had said they wanted something different kept ordering the old specials instead.

8 MOUNTAIN

Location: Garden Valley, ID
Association members: Rolla and Ardis Briggs
Operation: Briggs Country Inn
Profile: Midscale fullservice
In business: 4 years
Seats: 40
Meals served: Breakfast, lunch, dinner

Set in a timbered valley with mountains in the background, near the place where two forks of the Payette River meet, Garden Valley is a spot for snowmobiling, cross-country skiing and watching the deer and elk who come down to the lower elevations in the winter. This year, though, there's been the smallest amount of snow ever recorded, and people from Boise, 50 miles north, who own second homes in the area, have failed to come. Business at Briggs Country Inn has fallen off accordingly.

The inn is a log building with four large windows so customers can enjoy the scenery while they eat. Blue carpeting and blue tablecloths, natural wood walls and a high-beamed ceiling surprise first-timers who expect a more rustic atmosphere.

Popular menu choices at the inn are an open-face vegetarian sandwich, Hoagies and homemade pizza.

9 PACIFIC

Location: Portland, OR
Association member: Steven Turnsen
Operation: Produce Row Cafe
Profile: Casual cafe
In business: 10 years
Seats: 75, plus 75 in beer garden in nice weather
Meals served: Lunch, menu until midnight

A location in a lively part of town and an extensive beer selection attract customers to Produce Row Cafe. Twenty-seven beers are on tap and 200 more are available in bottles, including imports and beers from microbreweries. The cafe is situated in the produce-market section of a light-industrial area, across the river and two minutes away from the main business section of Portland.

The menu features casual food—sandwiches, salads and a daily homemade soup—served from lunch until midnight.

Business has been steady, reports co-owner and managing partner **Steven Turnsen,** although profits were cut when the cafe closed for a couple of weeks for remodeling.

—Julie Fintel

Avoiding the taco nightmare

Taco-lovers dread it, dry cleaners love it—the taco explosion. After carefully constructing the perfect taco—artfully packed with layers of meat, cheese, vegetables and salsa—one bite shatters the shell and gobs of filling drop onto the diner's lap.

But soon there may be an end to this taco nightmare. A new contraption, the Taco Holder, created by a Canadian inventor, has become available for licensing in the United States. The device, which holds a taco shell upright for loading and holding between bites, is still in the prototype stage, but keep an eye open for it. If it does come on the market, it will surely be an answer for consumers tired of wearing their tacos.

—The Invention Submission Corporation

All for one—one for all

They could become known as the Three Musketeers of the restaurant business. Their story is as dramatic, heartwarming, irresistible—and unlikely—as a novel.

Triplet boys, born in July 1961, were adopted by three families in the New York City area. The boys grew up happy and healthy—but unaware that they were originally part of a threesome. Then in 1979 one of the triplets, Bob, registered at a community college just outside the city. People kept calling him Eddy—the name of a former student who looked just like him. A curious friend of Eddy's brought the two together. The reuniting of the brothers was such a great story that it was written up in a local newspaper. It's not hard to guess what happened next. The third long-lost brother, Dave, read the story and the three were together at last.

But their story doesn't end there. As it turns out, the triplets have a lot more in common than their looks. They have the same taste in clothes, foods and activities. While making up for lost time, the triplets did everything together—including working as waiters at a Romanian steakhouse. In 1987 the brothers opened their own restaurant, called—what else—Triplets.

The rest of the story is still in the making. Triplets is a place noted for its warm, fun-filled, nostalgic atmosphere and authentic kosher food. The brothers hope to expand their business—maybe open another restaurant and go into catering. Whatever they do, it will be together.

—*The Washington Times*

Unshaken by the quake

The October 17 earthquake left hundreds of San Francisco area restaurants with considerable structural damage and loss of business, but one restaurant—Shadowbrook in Capitola—came through the quake virtually unscathed, because of extensive pre-quake planning.

In the early '80s, Shadowbrook's owners found themselves facing earthquake insurance premiums as high as $12,000 per year—more than they were willing to pay. So they decided to bypass insurance and "quakeproof" their establishment instead.

Exhaustive research by a consulting firm—which included the use of a computer model of the restaurant, soil samples and the study of nearby faults—provided them with a plan to structurally improve the restaurant so that it could withstand the enormous pressure exerted by an earthquake. Changes included strengthening the foundation, adding braces to wall studs and anchoring the water heater. These inexpensive improvements more than paid for themselves this fall. The building inspector was incredulous when he saw Shadowbrook after the quake. The only setback the restaurant suffered was food spoilage due to loss of electricity. Knowing the value of being prepared, the owners have decided to rectify the situation by installing a generator.

—*Upfront*, California Restaurant Association newsletter

Art and game in Texas

Kerrville, Texas, may just be the exotic game capitol of the United States. Or at least it will be after chef Tom Andrysiak organizes the Wild Life Expo in early March.

In the effort to rejuvenate culinary art forms, such as pastillage, tallow, marzipan and ice sculptures, Andrysiak and two other local chefs, Erwin Simmons and John Billings, are planning ambitious display items for the expo, which will be open to the public. The displays will include a life-size pastillage white-tail buck deer, with nugatine antlers, tallow bridgework and

tongue, and blown-sugar eyes. They are also planning signature game dishes, such as a wild boar/venison sausage and local poached bass. There will be a 600-piece vegetable bouquet and accompaniments provided by local restaurants.

At $5 a piece, the expo is sure to attract the 700 people it can seat comfortably, but figures are likely to exceed that number as word gets out that there will be as much to feast the eyes as the palate. All proceeds will go to the Texas Lions Camp for Handicapped Children.

—Restaurants USA *interview*